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ABSTRACT

This document presents a social profile of Rocky Ford, a rural town in southern Colorado with population of approximately 5,000. The report can be used as a decision-making tool by local citizen educational-accountability committees who are examining forces inside and outside the community. The profile was prepared as an outgrowth of the studies described in ED 130 924. Six dimensions of community life are examined in the main body of the report. Discussed are the following: (1) potentialities and limitations of the community as influenced by the physical environment; (2) history and reasons for settlement of Rocky Ford; (3) the people--their age and income distribution, ethnic background, and educational level; (4) occupations and mobility of individual and family in relation to economic trends within and outside the community; (5) political processes, resolution of issues, distribution of political power, and demands of citizens; and (6) community attitudes and expectations. Following the main body of the report is a section containing 22 activities which will enable students or adults to understand concepts related to the profile, such as industrial location and career choice. An appendix contains tables and listings of data including agricultural statistics, city government financial report, community health services, and annual police report. (Author/AV)

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ROCKY FORD

A Community Social Profile

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SO 009 721

Prepared by

The Colorado System-Based Curriculum Project

1976

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Preface

The staff of the Colorado System-Based Curriculum Project (CSBC) presents in the following pages the social profile of your community.

The social profile is like a mirror. It reflects the many dimensions of community life. It describes the physical environment that shapes the potentialities and the limitations of the community. It tells about the history of the community: the reasons the early settlers chose the site for settlement. It describes the people: who they are, how the community is made up by age, income, ethnic background, and how well they are educated. It explains how the people earn their livelihood, and how the economic trends inside and outside of the community affect the mobility and the well-being of individuals and families. It presents the political process in the community; the political issues and how they are resolved; the political power and how it is distributed; the political demands of citizens and how community officials respond to these. Finally, the social profile attempts to reflect people's thinking: how people feel about their community, their expectations, their dreams and frustrations leading them to enthusiasm or apathy.

The staff of CSBC began its work in the late summer of 1975. Under the direction of John Muth, coordinator of the project, different members of the staff studied three Colorado communities: Paonia, Pueblo, and Rocky Ford. Their first task was to get acquainted with the community. They talked to a broad spectrum of people in the community: teachers, ministers, farmers, lawyers, miners, city officials, owners of newspapers, bankers, business people, police chiefs. They talked to many ethnic groups, to the rich and to the poor, to activists and to conformists, to old timers and newcomers. The staff heard many viewpoints. With all the variations, one idea tied most of the voices together. People of the communities are concerned about their young people. They want to give them an education that will prepare them for their futures both as individuals and as citizens. They all wonder what this education should be.

These differing viewpoints became some of the building blocks of the social profile. The other blocks are made up of the findings of historians, geographers, economists, political scientists, and social anthropologists. All these building blocks, bound together by the observations of the staff, make up the social profile of the community.

The social profile should serve as a tool for decision-making. It should help local citizen educational accountability committees to see their community in depth. Decision-making competence is necessary to fulfill their task of identifying educational goals for the school system.

Grass roots curriculum is an American heritage. Since the early history of our schools, communities have been possessive of the right to determine the kind of education and the kind of values their children should receive. When life was simpler, decision-making was simpler, too, but science and technology have made life complicated. The increasing mobility of people, goods, and ideas has affected every community in this country. Educational decision-makers must know more about the outside world and about the future when they make decisions on behalf of young people

The social profile is a useful tool for educational decision-makers because it shows how the forces inside and outside of the community affect the well-being of people, rich and poor, young and old.

The educational accountability committees in the communities for which social profiles have been prepared plan to study these profiles in order to identify educational goals. This task may be divided into two phases.

During Phase I, members of the committee will read the profile and reflect on its content. Some members may not agree with the profile. They may disagree because the information presented in it is inaccurate. In these cases, errors will be corrected by the staff before June 1976. Some members may disagree with the conclusions of the profile. The conclusions may have been based on errors of logic. In these cases, disagreements will be clarified and corrected.

Disagreements may also be a result of the sensitivity of the individual, however. The community profile is a mirror of the community. While it is true that the mirror may be defective, it is also true that sometimes the person who looks into the mirror does not like what he sees. He may discover blemishes that he has never seen before. Depending on the temperament of the individual, he may accept these blemishes as facts and use them in the decision-making process. If he does not agree with the social profile because of differences in perceptions of the community, he may want to attach a footnote or a minority report to the social profile.

Phase II of the task of the local citizens educational accountability committee is to identify educational goals for the social studies curriculum. The committee should keep in mind that the educational goals should increase the options of the young. The educational goals should help to develop a curriculum that will enable young people to measure the costs and benefits of remaining in the community or of leaving it. The curriculum should help young people find a rewarding place in the occupational,political, and cultural life of the home community, or of other places to which they may migrate.

The social profile will always be an unfinished document. Citizens, educators, and students must be involved in polishing the document from month to month and from year to year. Their task should be to put facts and opinions into clearer focus. Their task should be to keep the social profile up to date so that it will stimulate the social-studies curriculum to meet present needs.

I hope that the life of the project will continue so that we can develop the other components of the system (see CSBC chart, following), We hope that we can see the day when the educational goals will be widely implemented in all classrooms. The classroom is the place where the teacher will help your young people to feel that they are important shareholders in the community and in the nation.

At this time I should like to express, in the name of the staff, our appreciation to your community for sharing your thoughts and information with us. We also should like to thank you for your hospitality. Particularly, we should like to thank the following persons for their help in preparing this document:

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The pilot phase of the CSBC Project is scheduled for completion by October 1, 1976.

Boulder, December 15, 1975

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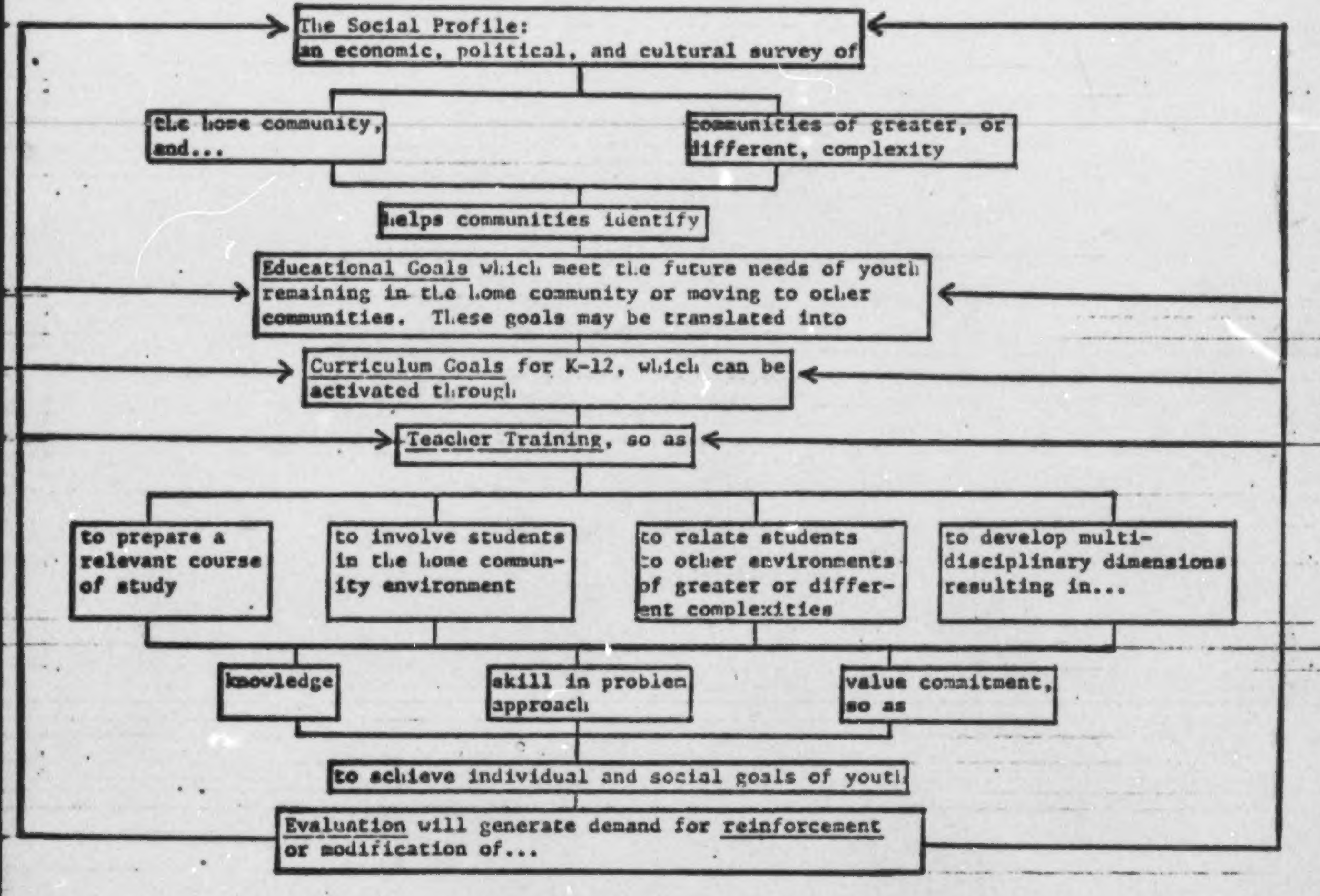
SYSTEM-BASED SOCIAL SCIENCE CURRICULUM

Lawrence Senesh, University of Colorado, Boulder, Colorado


The Social Profile:
an economic, political, and cultural survey of
the home community, and...
communities of greater, or different, complexity
helps communities identify
Educational Goals which meet the future needs of youth remaining in the home community or moving to other communities. These goals may be translated into
Curriculum Goals for K-12, which can be activated through
Teacher Training, so as
to prepare a relevant course of study
to involve students in the home community environment
to relate students to other environments of greater or different complexities
to develop multi-disciplinary dimensions resulting in...
knowledge
skill in problem approach
value commitment, so as
to achieve individual and social goals of youth
Evaluation will generate demand for reinforcement or modification of...

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The Physical Environment

A community is made up of many things -- people living and working together, people sharing their beliefs and ideas, people solving disputes and learning to cooperate, and the houses, streets, factories, and shops that make up a city. These are things that all communities have in common. Yet each one has its own unique identity. One important reason for this is the physical environments of communities. A town or city located near the ocean, for example, will have a different "personality" from a town located in the Great Plains. The work people do will be different, as will their cultural backgrounds and their customs, and the physical environment will help to explain why each community is different from others.

Rocky Ford has a character of its own, and this character is shaped in large part by the physical environment.

Where is it?

If a man from Mars were hovering high in the skies above Rocky Ford, what would he see? Perhaps the first thing he would notice would be the Arkansas River, winding its way down from the Colorado mountains, passing through Pueblo, and continuing through the Arkansas Valley until it leaves the state of Colorado and enters Kansas to the east. Along the river, the Martian would see small towns, such as Fowler and Manzanola, and larger ones, such as Rocky Ford and La Junta. Far off in the distance, the Martian would see Pueblo, 53 miles to the northeast of Rocky Ford, and farther north, Colorado Springs, 95 miles, and Denver 165 miles away. The town of Rocky Ford might seem isolated from large population centers, but, if the visitor from outer space looked closely, he would see highways and railways that link Rocky Ford with the rest of the nation. He would also see something that might tell him how many people in the Rocky Ford area earn their living. Following the river, he would see a belt of farm land,about five miles wide at the west end of Otero County, and widening to about 15 miles around Rocky Ford. This belt of farm land narrows again farther east. If he were closer, the Martian would realize why the farm land is so narrow. Farm land in Rocky Ford depends on irrigation canals which carry water primarily to the fields that lie south of the Arkansas River.

If the visitor from Mars wondered why irrigation is necessary in the Arkansas Valley, he would only have to stay around for a year and watch for rain. He would see that rainfall is spotty and unreliable, and with snowfall, averaging only from 11 to 15 inches of total precipitation each year. The visitor would see hot summer days when the temperature rises over 100°, and cold winter nights when the temperature can drop well below zero. If he were observant, however, he would notice that the average annual temperature is a few degrees over 50°, with the hottest days in July and the coldest in January.

Natural Resources

Studying the climate would help explain the lack of some kinds of natural resources in the valley around Rocky Ford. There are no forests for lumbering, and the farm land needs irrigation water to be productive. Even under the ground, there are none of the minerals, oil, coal, or natural gas deposits that are found in other parts of the country. The most important natural resources, the Martian would soon realize, are the irrigable farm land, the Arkansas River, and the sunshine and climate which provides a growing season averaging 164 days each year.

As the Martian looked down on this small agricultural town in Colorado's Arkansas Valley, he might wonder why people came to Rocky Ford in the first place. If he were an enterprising Martian, he could go back into history and find out.

History

Before there were towns up and down the Arkansas Valley, the only people in the area were bands of Indians, mountain men and explorers, and an occasional trading party taking goods back and forth between Santa Fe and Kansas City. In fact, Colorado had been part of Mexico until after the Mexican War, around 1848, when it became part of the United States.

The first settlers in the area around Rocky Ford were Wiley Potter and his cousins, the Beatty brothers. In 1865, they took out government claims -- Potter about seven miles south of what is now Rocky Ford, and the Beatty brothers near what is now Manzanola. These pioneers were individuals who led the way for settlement of the lower Arkansas Valley, and in a few years communities started to form. Settlement was aided, however, by a little dishonesty.

In 1870, a man claiming to be an agent for the Colorado Land and Colonization Company traveled through parts of Kansas and Illinois with a grand opportunity for adventurous men and women. He offered to sell 500-acre tracts of the old St. Vrain Land Grant in Colorado for the bargain price of 25¢ an acre. In receipt of payment, he gave beautifully engraved certificates with an official-looking seal to anyone who had $100 and was willing to start a new life in Colorado. Only later were the buyers of these certificates to learn that they were worthless, and that they had paid money for land which, in fact, belonged to the government. By that time, however, settlement of the valley had already begun.

The agent for the land company walked into a general merchandize store in Vermont, Illinois, one day in 1870 and presented his offer to the owners, Swink and Russell. The town of Vermont was not an especially prosperous community, and the chance to move to a new area with new opportunities appealed to Swink and Russell, and other town residents. It was therefore decided that George Swink, then 34 years old, would set out for Colorado and survey the situation. Upon his return, he was so enthusiastic about the area that Russell decided to move with him to the Arkansas Valley.

These early pioneers came from backgrounds characterized by hard labor, meager schooling, and little in the way of worldy goods, and they were convinced that there just had to be a better place to do things than where they were. They were determined to try to find such a place, and for many, it turned out to be Rocky Ford. George Washington Swink was just such a man and, as founder and first mayor of Rocky Ford, he characterized the men who shaped Rocky Ford's future. When George Swink departed with some relatives and other pioneers in a wagon caravan from Schuyler County, Illinios, it was with great hope that he would find a place that would meet the ideals of his dreams.

In the early 1870s freight bound for Santa Fe, New Mexico, and other southwestern markets traveled over the old Santa Fe Trail. As the railroads stretched westward, much of the freight went as far west as possible by rail, and then on to its destination by wagon. Supplies for mining camps and other towns in Colorado sparked a lively traffic from the rail head to these markets. Traffic on both sides of the Arkansas River was extremely heavy, and safe river crossings for the wagons were necessary.

On a late summer day in the year of 1871, the wagon train of which George Washington Swink was a part, arrived at what was then known as the "rocky-fording" place in the Arkansas River, it being the only safe place to cross the river in that area. They had traveled along what was called the Santa Fe Trail for miles and, of course, the trail continued west after crossing the river. "Rocky Ford" was, therefore, an important crossing point for cattlemen with their herds, and for shippers, freighters, and settlers. George Swink said that, when they crossed the Kansas line and followed the Arkansas River upstream, he knew in his mind that this was the place he had been looking for. Mr. Swink stated that, while most talked of GOLD and quick riches, he was most interested in agriculture, and his fondest hope was to be able to build an empire where thousands of good, honest, and hard working people could build homes, raise an abundance of food, and enjoy life with independence and liberty. He had read a great deal about irrigation and knew by experience the hardships caused by droughts. From the very start, George Swink had irrigation as a major part of his plan for his valley.

The start of this empire began with the unloading of George Swink's wagons and those of his partner, Asa Russell, and with the construction of a rather crude building which served as a shelter to live in and carry on business. George Swink had brought some supplies with him and, being a natural trader, he soon started accumulating a little bit of just about everything that was available in the area, including some livestock, which was the only source of wealth at that time.

The first winter was a trying experience, but by spring, Swink and Russell were organized and they began making headway. Swink had brought some seeds with him from Illinois and planted a little gargen which he irrigated by hauling water from the river in barrels. What they grew not only added to their diet, but had ready sale in the store and was a most acceptable source of needed revenue. Mr. Swink was not new to the mercantile business, having been engaged in this as well as in farming for the previous three years in McConough County, Illinois.

Among the pioneer men concerned with irrigation, there were two very different proposed methods of building the canals and ditches. One was to construct some sort of a diversion dam on the river, to construct headgates and a main canal, and at such a point as the fall of the land afforded, lay out their system to conform with section lines and land boundaries. The canals were to be dug in the earth below land level, with checks and delivery gates where water was to be taken from the canals. For this method to be practical, the land to be irrigated had to be reasonably uniform, with a general fall prevailing over the entire area.

The other method was to make a careful survey of the area proposed for irrigation and build the canals on a given contour of the land, the canals being built more or less above ground level. This made it possible to make delivery from the canals to adjacent land without a check in the canal at every delivery. Swink spent a great many hours and days making a survey of his proposed empire and saw that the latter method was the only one that would be reasonable and practical in the Arkansas Valley, since the entire country was rolling and made up of many small valleys, so to speak. To determine just where his main canals were to be located required extensive surveying, which he did when he could spare the time. By the summer of 1872, he had become totally dedicated to irrigation.

The store was a success, serving the needs of the local farmers and ranchers who were coming into the valley, and Rocky Ford grew. A temporary setback occurred when an agent from the government appeared and told the new residents of Rocky Ford that their certificates from the Colorado Land and Colonization Company were no good. Not to be thwarted in their new homeland, Swink and others filed new government claims and began to earn the right, through improving their land, to obtain title to it from the government.

Swink's first attempt to acquire title to land was by staking out a claim in the vicinity of an island in the river close to the old fording place. He eventually was granted title to this parcel by preemptory rights. His next claim was a timber claim located as follows: E1/2 or SW1/4 and W1/2 of SE1/4 of Section 7, T, 23, S. R, 56, West of the 6th P.M. in Colorado, containing 160 acres. This was the first timber-claim certificate allowed and signed by President Cleveland on November 3, 1887. The exact filing date is unknown, but it was either in 1873 or 1874. He later made filings on other lands under the Homestead Act, and acquired various lands through both purchases from the state and from other individuals, and at one time owned several thousand acres of valley land.

One of the more significant things that Mr. Swink should be given credit for was his farsightedness in connecting the need for providing proper drainage with the need for providing proper irrigation facilities. In 1872, when he was making his preliminary survey of the area for irrigation canals, he observed considerable amounts of salt throughout the area, and he knew that this was a very serious matter. Means had to be devised to leach this salt from the topsoil. If the ground beneath the topsoil was inadequate for this then artificial means would have to be provided in the form of drain tiles. For a great many years, in the early stages of the development of irrigation, there was a theory that salt could be washed off of the land by running water over it and off into surface drainage ditches. In some cases, where a thick layer of salt crystals lay on top of the soil, it was possible to do this, but this method did absolutely nothing toward correcting the underlying problem. The top several inches, and in places several feet, of the soil was completely saturated with the same salt that showed on the surface. This salt, too, would have to be removed before the land could produce good crops. The only possible remedy for this situation, as Swink saw it, was to force the salt down through the soil. Older engineers and men who had in some way come in contact with Swink and his many projects commented on his foresight on this matter, and even before they were started on similar projects in any substantial way, Swink had provided the only known answer to such an important phase of irrigation.

Although there was little to show for it, 1872 was one of the most important years in Swink's life. That year he demonstrated that he had the ability and foresight to go into this new, unimproved and unproven area, and to formulate a program of development, one that he was able to complete in his short life span. While he spent a great deal of time evaluating the area, he found time also for many day-to-day matters. He assumed the job of mailman, meeting the stages on both sides of the river, delivering the outgoing mail to the stages, and receiving and sorting the incoming mail. He put this in a makeshift post office arrangement in his store, there to be picked up by people when they came into his establishment. The year 1872 was also the one in which Swink began working with the canteloupe and watermelon. Herbert Gardner, who was from Colorado Springs and was a son of an ex-governor of Massachusetts, started ranching in the Huerfano Valley in 1872. In that year, Gardner went to Rocky Ford where he ran into Swink, whom he had known in Missouri. Gardner and Swink spent several weeks together in Swink's cabin where they spoke of old times back East. "Are you perfectly happy in Colorado?" Gardner inquired of his friend (taken from an account in the Boston Globe, December 24, 1922). "Yes, I suppose so," Swink replied, "but I do wish I had some watermelon and cantaloupe seeds. I miss the melons terribly." Gardner assured his companion he would get a supply of seeds. He wrote to his father, Henry J. Gardner, who had been governor of the Bay State from 1855-1858, and who was then living in Boston. Six weeks later, Herbert Gardner got word from Swink that he had received the watermelon and cantaloupe seeds from Henry Gardner in Boston. In the spring of 1873, Swink was ready to begin on his proposed projects. He started the construction of the Rocky Ford Ditch, which was the first canal in the area. He had several trial plots of different crops that he hoped might be adapted to the area, and including all of the grains and established crops being grown in abundance at that time. However, he knew they wouldn't be able to compete with the large acreages of grain that were being produced between Colorado and the Mississippi River, so he had to find some specialty crop if his project of empire building was to succeed. The virgin soil grew bumper crops of everything he planted, but he noted that vine crops did exceptionally well. With the seed from Mr. Gardner, Swink now had the start of this specialty crop. By this time, too, the firm of Swink and Russell were also operating a slaughter business in Las Animas.

During the winter of 1873, Swink went back to Illinois and in February of 1874, he returned to Rocky Ford with his wife and eight children. They came by train as far as Las Animas, and then by stage, with the older boys riding a wagon train, from Las Animas to their new home at the Rocky Ford.

Everything would now seem in order for Swink to become the success he dreamed of being. He had a financial base with the store and slaughter business, he had the land for his future agriculture base, and he had a potential specialty crop. His family was now with him and it would seem everything was going his way. Unfortunately, the effects of the national financial panic of 1873 had at last reached the frontier. Also, Mary Jane Swink had been used to an easier life. She tried to help out every way she could, but as time went on, she got more discouraged and homesick. One day her husband said to her: "This won't do. We've got to make up our minds to go or stay, and stand by it. I'll think it over today and tell you tonight which it will be." That day George Swink walked over the present-day site of Rocky Ford while he considered all sides of the problem. He thought of the new irrigation ditch being built west of town, with Billy Matthews, the engineer, doing the surveying, and Holmes Lowe superintending the construction. It had to be a success. Irrigation was no longer an experiment; it had been proven on the Huerfano, at Boggsville, and in other parts of the state. He visualized laterals carrying life-giving water from the river all over the valley. And the railroad was coming. The Santa Fe was back on the job at last -- tracks were already laid halfway between Granada and Las Animas. Towns would spring up all along the right-of-way. On this very spot, no doubt. Why -- they'd move! They'd move the town from the river to the railroad! Soon the old trail would be abandoned. There would be no more use for wagon freighting or the stage line. Their future was with the railroad. He walked home with quick, firm strides. His wife saw him coming and read the answer on his face. "We're staying -- is that it?"

"Yes, we're staying," he said. "Irrigation is here. The railroad is coming. We can't afford to leave now. We'll move the town to the railroad and we'll all prosper. This will be a rich valley, some day."

"How long, George?" his wife asked, a little awed by his enthusiasm. "How long do you think it will take?"

"Oh," George looked far off across the wide valley, seeing things he could not name, "oh -- about twenty years."

During 1874, Swink and other farmers made substantial additions to the Rocky Ford Ditch, and meeting the demands for additional water from new settlers. Swink carried on his experimental plots with various crops, as well as working on the necessary development of the art of irrigation. The great majority of the established people in the area did not want Swink to make a success of his enterprise. Small irrigated farms were the last thing they wanted to see. In their way of thinking, the cattle business was the only thing needed, and the cattle business did not need more people, fences, and all that went with settlement.

The first year that Swink produced any crops on what could be called a commercial basis was 1875. He had a rather large plot of melons, which did well and were in local demand. They were a muskmelon type, and while they were fine eating melons, they could not be shipped far without spoiling in transit. This is where Swink saw the potential in developing a melon that was fine to eat, but that could also be shipped. There have been many wild stories about how he cross-bred the muskmelon and came up with the Rocky Ford cantaloupe. However, he did his remarkable job of developing a fine cantaloupe the old hard way -- namely, by selecting an outstanding melon, planting that seed and reselecting, continuing that procedure until he came up with what we term a natural hybrid. His cantaloupe is perhaps the finest eating melon we have. It ships well, and has a fine appearance in all stages of maturity. It also produces a good yield and is grown in many parts of the U.S.A. All of the strains of cantaloupes that are being produced in America today owe their origin to Swink's fine cantaloupe. In fact, in the late 1920s the cantaloupe industry was practically killed by mildew, crown blight and other diseases, and insects. The late Dr. Jagger, the most renowned plant pathologist of our time, and the man who developed a melon that saved the industry, asked Swink to get him some true Rocky Ford cantaloupe seed and he used that as a base for his cross breeding.

In 1876, the Santa Fe passed through what is now Rocky Ford and headed for Denver. Swink proceeded to build a combination store and trading post along the new line.

The year 1876 must have been a very busy one. In that year, Colorado became a state, and Swink made his effort to get a town started at Rocky Ford. He moved his family into town from the old place down on the river. In addition to owning one-half interest in the store complex, Swink was the local Santa Fe agent, and, along with his many other duties, he found time to keep on top of his project for developing a suitable cantaloupe. By 1877, his cantaloupe was well on the way to becoming a respectable melon. That year he planted a sizeable acreage, he had a good crop, and his entire production was purchased locally at a fair price. Swink noticed, however, that he wasn't getting good pollination in the early part of the growing season because his only pollinator was the native ground bee,which didn't appear until late spring. So, in 1878, he brought in a few stands of honey bees. They were a big success as pollinators and an even greater success in the production of honey. He was known the state over as the honey bee expert. He took great pride in doing what was necessary to make them a success, and spent many hours of his own time with them. The bees made it necessary to add another product to his enterprise. By 1879 he had the first field of alfalfa in the area. It paid off as feed for his bees, from which they made high-quality honey. Alfalfa was -- and still is -- one of the best crops grown in the area.

The year 1878 was also the year in which he got the idea of having an annual celebration, and calling it Watermelon Day. He brought in a load of nice, ripe watermelons and some of his cantaloupes. All people in the immediate area were invited, and he served all the watermelon anyone could eat, even giving people some to take home. In addition to Rocky Ford residents, was a crowd from La Junta, who came in a caboose on the Santa Fe Railroad.

The next four or five years were busy times. Swink had his store business, he represented the railroad as its agent, he helped in extending the Rocky Ford Ditch each year to meet the demands of more users of irrigation water, he was furthering his bee and honey business,and his cantaloupes were showing good progress and were looking better each generation. He continued his Watermelon Celebration and the crowds doubled each year. The Swinks had added three more daughters to the family, making the total eleven children. By this time, he had accumulated considerable wealth in the form of land stock in the Ditch company, the store, his bees, and his livestock, including both cattle and horses, and some sheep and hogs. Although Swink had sold some land to newcomers, in most cases he just loaned them the money to get started. They, in turn, helped him to develop his empire. By 1884 he and other growers were shipping many cantaloupes by rail. For a few years this was not a profitable enterprise, as the rail express charges were more than the selling price of the melons, but soon the better restaurants started using his melons, and from then on it was a thriving business. In September of 1887, George Swink wrote: "Watermelons yield a tremendous crop. In the early part of the season I often net 30 to 50 cents by carload lot but just now I average 8 to 10 cents. I ship to points in the mountains, Denver, Colorado Springs, Leadville, Salida, Walsenburg, La Veta, Alamosa, Trinidad, Raton, Las Vegas, Santa Fe, and other towns. This year I have shipped 44 cars to date. Last year I shipped 30 cars and netted over $2,000 above expenses." The business improved to the point where, in 1897, one hundred crates of melons were shipped to London, where they sold readily at $4.00 a crate.

Before Swink's success with melons, the common containers for all type of produce were barrels, bushel baskets, peck containers, or plain old gunnysacks. For liquid merchandise, a stone jug or a tin can sufficed. The common practice with regard to fruit and vegetables was to put low-quality produce in the bottom of the containers, then top it out with the choice produce. When Swink started shipping his cantaloupes, he used barrels because that was all that was available, but in a matter of a year or so he had invented a container which he called a "cantaloupe crate"; for lack of anything better, he used cottonwood lumber for the crates. He insisted that his men sort the melons for size and appearance, and worked out a number of different packages so that all of the melons in each container were of uniform size and quality. The crate afforded the buyer the chance to make a complete inspection of every melon in the crate. This was the start of a practice that has been followed ever since and is the backbone of fruit and vegetable industry: uniform size and quality, with great stress being put on the appearance of the package. For his honey, Swink purchased clear glass containers, making the honey look attractive.

During the years of 1884 and 1885, the Catlin Canal Company was organized, and the ditch construction got under way. Swink held one-third interest in this company. He held this water stock for the duration of his lifetime. The water was used to irrigate lands he held under lease from the state. The Highline canal was started around 1885 or 1886, and Swink played an important part in the formation of the company and owned considerable interest in it.

While he was perfecting his cantaloupe and getting it started as a major crop for his valley, Swink was also giving other crops serious consideration. Alfalfa became popular, and is still the main soil building crop used in all irrigated areas over the entire country. But he felt he needed even more, and sugar beets attracted his attention. He learned that a great deal of experimentation had been done by government bureaus, resulting in considerable volume of printed matter on sugar beets. Swink sent for all this, and after studying it, decided that his valley was a good place to grow sugar beets. He got what he thought were sugar-beet seeds from a local source and planted them. However, he "got just about every type of beet other than a sugar beet." He then took his case before the state legislator and asked for a $500 appropriation to send to Germany for real sugar-beet seed. They not only turned him down on the appropriation, but laughed at his idea. This did not stop him, however, and he sent for the seed on his own, paying $500 from his own funds. He passed the seed out to many small farmers and asked them to plant trial plots. This they did and got for their efforts what seemed to him to be a fine beet. The following season he repeated this program, because he wanted to make sure this first demonstration wasn't a fluke and that Rocky Ford was actually a good place to grow sugar beets.

The sugar beet industry was very new in this country, and processing factories were few. The Oxnard Beet Sugar Company was holding a convention in Grand Rapids, Nebraska, and Swink went to the convention, taking a sample of his Rocky Ford beets with him. He was not an invited guest, but he managed to crash the meeting, so to speak, and when they had completed their business he introduced himself to Mr. Oxnard. Mr. Oxnard, the head of the company, was impressed by Swink's open approach and accepted Swink's invitation to come to his hotel room and see what Swink had to offer. When Mr. Oxnard saw the sample of beets, he accused Mr.

Swink of picking a sample that couldn't possible be representative of the crop. Mr. Swink denied this, telling Mr. Oxnard he had gone out in the field and pulled his sample after dark, just before leaving for Grand Rapids. Swink had previously sent samples of his beets to Washington and had the reports of sugar content, purity and so forth; these he showed to Mr. Oxnard. After much conversation, Mr. Oxnard told Swink that, if further investigation showed that beets of this quality could be grown there in volume, then Swink could be assured of a factory in Rocky Ford.

Swink returned to Rocky Ford elated, and for several years devoted a great amount of time and energy toward getting the factory. Getting enough acreage under cultivation to support a factory turned out to be extremely difficult. He finally succeeded by going to the railroad and convincing them to agree to a rate of 15¢ per ton for hauling beets to Rocky Ford from other producing areas. He then persuaded the factory group to agree to assume this charge, so that all growers were operating on an equal basis.

Construction of the factory finally began in 1899, and the first processing campaign was in 1900, lasting 61 days. The factory was the fifth factory to be built by the American Beet Sugar Company, the name that the Oxnard Beet Sugar Company assumed in 1899. The cost of construction was over $1,000,000, but in view of the fact that the United States was importing over $100,000,000 worth of raw beet sugar each year from Germany alone, it appeared to be a good investment.

It was not until 1887, a few years earlier, that Rocky Ford really began to grow. In that year, the Santa Fe Railway decided to sell the town lots that it owned to help Rocky Ford expand. Expansion, they reasoned, would help railroad business. Rocky Ford began to grow into a real community. On June 2, 1887, the town's first newspaper, The Enterprise, was published. In the same month, a petition was drawn up seeking to incorporate Rocky Ford. On August 6, 1887, forty land owners in Rocky Ford unanimously voted to incorporate as a town, and in September, George Swink was elected mayor. In 1887, a minister came to live in Rocky Ford, and the cemetery was moved from the spot that was to later become the Liberty School playground to a new location.

By 1894, the town had outgrown its old boundaries, and the residents decided to draw up new town lots. Before, lots had followed government claims boundaries. Now, the townspeople decided to lay out the town along the railway, so that the new town lots would be parallel to the tracks. Even today, odd-shaped lots can be found in some parts of town where new and old lots met or intersected. From a small village of about 500 people in 1890, Rocky Ford was to grow to nearly 4,000 by 1920. A major reason for this increase was the expanding agricultural production of the Arkansas Valley; George Swink, of course, was an important figure in Rocky Ford's growth.

The question of which industry -- the Rocky Ford cantaloupe or the sugar industry -- has done the most for Rocky Ford has always been debatable. There has been more country-wide publicity for the valley from the cantaloupe, but the factory played a very important part in the area's economy; development in the area would not have been as extensive had it not been for the factory. The factory supplied a money crop as well as employment for many of the local people. However, without the development of the cantaloupe, and the many small farmers it attracted, and without the extension of the water systems that cantaloupes necessitated, and the income generated by this specialty crop, the beet industry could never have developed. The two industries, then, fit like hand in glove.

When the cantaloupe industry began in the Arkansas Valley, little farm land was under cultivation; and the farms that did exist were principally owned by stock ranchers raising hay and grain for their own use. The value of land was low, and even the best land with the best water rights could be purchased for $50 an acre. As a result, Swink and others interested in developing Rocky Ford encouraged newcomers to come to the area to raise cantaloupes. This crop required relatively little land, and the work required was not great. By the 1890s the cantaloupe industry around Rocky Ford was growing rapidly. People came from the east to be part of this new and prosperous community, and cantaloupe production increased rapidly. Yet not all was well with the cantaloupe growers in the valley. Too many cantaloupes were being produced, and since the markets for the melons were not well developed, many growers found themselves receiving low prices and little or no profits. The melon growers realized that, to avoid glutted markets and low prices, they would have to work together as a group. In the fall of 1896, the Rocky Ford Melon Growers Association was formed. The Association hoped to be able to make better marketing agreements than could individuals, and by sharing profits and losses, to make cantaloupe growing a less risky undertaking. Commission agents to the east and in Denver agreed to sell the melons in the cities, and the future of cantaloupe growing seemed bright.

By 1889, membership in the Association had grown to over 800, and the acreage increased to over 5,000 acres, compared to the 1,400 acres for the entire state in 1873. Growers in Otero County looked forward to a prosperous year. By August, 28 rail cars were being loaded each day, and 150 cars were rolling east when word was received that the melons were not selling. At a mass meeting at the Fair Grounds in Rocky Ford, farmers were told by commission agents that the markets in the east were glutted with cantaloupes. One hundred cars had been dumped in New York City alone, and transportation charges had not been paid to the railroad. In the end, the A.T.& S.F Railroad offered to cancel the transportation costs due them on the lost melons, and the commission agents agreed to pay the growers $18,000 of the $48,000 then due growers, and agreed to buy the season's remaining melons at 75¢ a crate, rather than the 97-1/2¢ a crate previously agreed upon. The reason for the disappointing year was simply that production had increased dramatically, but arrangements for selling cantaloupes had not kept pace. By 1900, however, a new agricultural industry began to take shape in the Rocky Ford area, and once again, George Swink led the way. This time, of course, in sugar beets.

Another good example of the fragile state of the area's economy before the production of sugar beets is found in the problems of 1893. This was the year of a national money panic, but the Arkansas Valley had a crop in the ground that looked like a good one. There was a market for all they were growing. Late in the spring, they had perhaps the area's worst hailstorm in history, destroying everything in the entire area. The following morning Mr. Swink visited each farmer in the area, and asked him to make an estimate of how much money he would have to have to carry him through the year. He told the farmers that the local bank couldn't possible meet their needs, but that he would see what he could do elsewhere. He then went to Denver and pledged his entire fortune for money to meet the disaster. He borrowed the money at 12% interest , and he loaned it back to the farmers at 10% on their personal notes. His next move was to contact a canning factory that he had interest in, and tell them to prepare for a big run of canned string beans. He sent east and got a carload of a variety of string bean seed that he thought would meet the situation. He knew that was the one crop that had a chance of making it in the short period of time they had after tha hail sotrm.

The bean crop was a big success. The canning factory handled the entire crop, there was a good market for the canned string beans, and practically every farmer paid off his indebtedness. The failure of that year's crop would have meant ruin to many of the small farmers on which the future development of the sugar-beet industry depended. The saving of these men and their farms made the sugar-beet industry possible.

By the time the factory got under way, the farmers were producing a surplus of hay and grain, and the factory produced wet beet pulp as well. Together, they supplied a balanced source of animal feed. This resulted in what is termed pen feeding of cattle and sheep. It became a paying industry, and the fat animals brought top prices in eastern markets.

Mr. Swink induced the beet factory to invest in several hundred acres of land, on which they grew beets. They in turn introduced deep tillage of the soil, which was a major improvement in soil tillage practices for the valley. They also introduced tilling of the land for the purpose of drainage, which was likewise very beneficial.

In 1904 George Swink was appointed to organize the State of Colorado's agricultural and horticultural display at the St. Louis World Fair. He went there and spent a good deal of time personally talking up the Arkansas Valley, as well as Colorado. He took samples of everything grown in his area, including his honey, and he kept melons as a display all during the melon season, giving those who passed a sample of the melons. He won a great many first prizes for his displays.

Dress was never important to Swink at any time, and he was criticized for not wearing a coat, and for always wearing his hat. His answer was, "Why wear a coat when not needed?" and, "I always wear a hat because I can think better with my hat on." The eastern papers printed many cartoons showing him as the "Uncle Sam" of Colorado, but in the end he had the respect and confidence of all those with whom he came into contact. (This exposure was of great help two years later when the sugar-beet industry came under sharp attack from outside the United States.)

At the close of the Fair, Swink purchased several of the larger buildings at a very cheap price, took them down, and shipped a trainload of the lumber back to Rocky Ford. Good building lumber was scarce and costly, and the trainload of lumber made possible many buildings in the valley that otherwise could not have been built.

In 1906, the United States Senate considered granting the Philippines the right to freely export sugar to the United States, and, had this been done, it would have killed the sugar industry in America. Mr. Swink was the only witness before the Senate committee who represented the growers' side of the matter. His testimony was well presented. He knew what would happen to his valley if it lost the sugar factory, and by reason of his testimony, the bill was killed. Of course, the sugar-beet processors were there in full force, and their comment at the end of the hearing was that Mr. Swink saved the day for them.

George Swink was supposed to meet with President Theodore Roosevelt during his stay in Washington, but this appointment was canceled because of the marriage of the President's daughter. Mr. Swink wrote President Roosevelt a letter about the importance of the sugar-beet industry, a portion of which follows:

> In 1900 we got our sugar factory and it has proven to be a success and has been a great boon to this arid country. Our land values and homes depend upon the supply of water and it does not take any more water to grow an acre of sugar beets than it does an acre of any other crop, and the returns are fully ten times greater per acre. The real estate values in this valley depend upon the amount and prior rights of our water.
>
> The sugar beet industry has been a great boon to our country and a great encouragement to the poor or homeless people. It has more than doubled the values of real estate, yet it enables a man to buy a home and pay for it by his labor. The larger his family, the better.
>
> It has encouraged the enlargment of our canals and the building of reservoirs to store flood waters as the main flow of our rivers and streams are many times over appropriated. It not only justifies the use of expensive water, but enables our farmers to earn as much on ten or fifteen acres as they formerly earned on one hundred and sixty.
>
> In 1890 we had one sugar beet factory, today we have thirteen and two more being built, each with a thousand ton or more a day capacity. The price to our farmers is $5 a ton, which means $65,000 a day to the farmers when the factories are running. It also means thousands of jobs for people at good wages, enabling them to buy homes.

> Mr. President, any legislation that might discourage the sugar beet industry or bring our labor in competition with cheap labor, we fear would be very detrimental to our farming interests and the development of this country. It would discourage many who own homes and deprive thousands of families from buying one.

By this time (1906), the Rocky Ford area had developed essentially into what it is today. The area had come full circle, beginning with open prairie and ranching through stage stop and general store, farming and irrigation, specialty crops and back to cattle raising. George Swink and others like him made the decisions that are Rocky Ford's legacy today. While the population continued to rise, it reached its optimum point after only a few more years (see Chart 1).

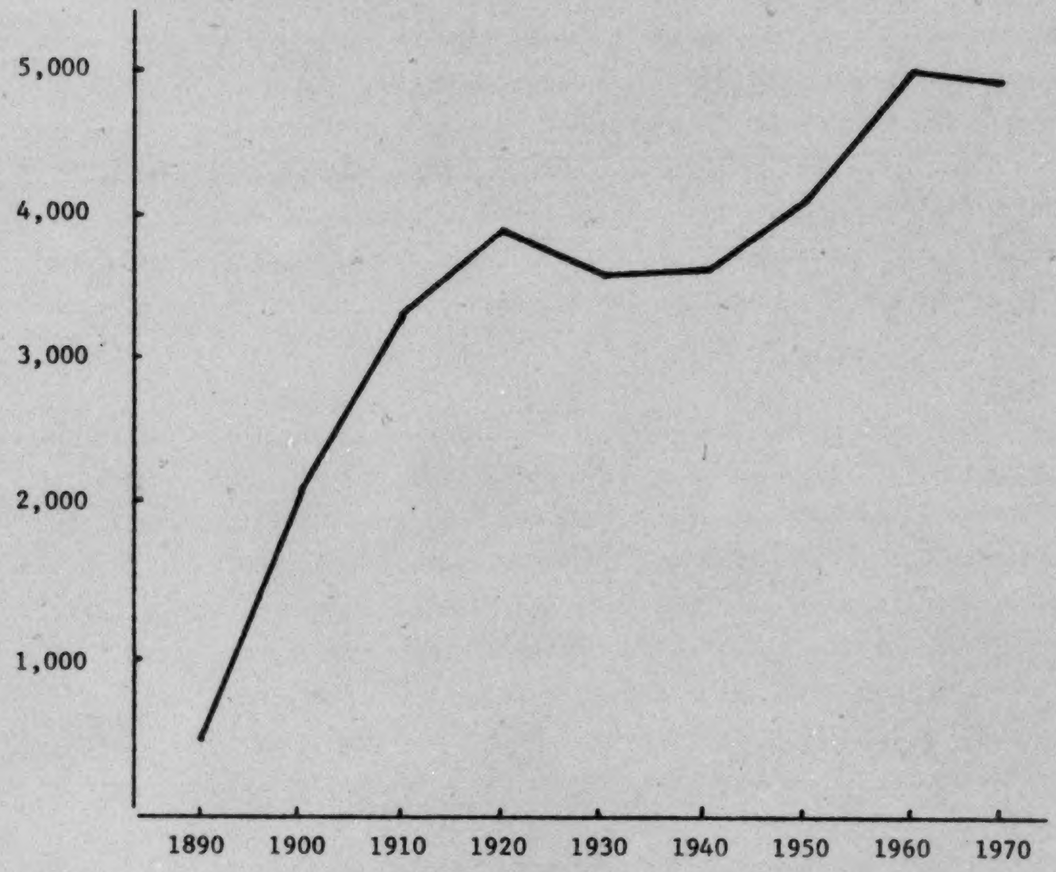
As the Rocky Ford cantaloupe became popular in other parts of the country, other agricultural areas began to grow cantaloupe from Rocky Ford seeds. By 1930, other parts of the country had captured much of the market for the cantaloupe. About this time, onions became a major crop in the valley. For all farmers in the United States, the decades of the 1920s and 1930s were not prosperous years. The farmers near Rocky Ford, as well as the businesses within Rocky Ford itself, were faced with low prices and low incomes. The population of Rocky Ford during this period, from 1920-1940, decreased slightly, then leveled off. The population increases of the past had ended. Not until after World War II did the population of the town increase once again, but then, only until 1960, when it leveled off. People in Rocky Ford today have come from many places -- nearly half were born outside Colorado. Where did they come from, and what brought them here?

Swink, Russell, and other early settlers in Rocky Ford came to the area for different reasons. Some, like Swink, came searching for new opportunities. Others came because of their health, searching for a drier, healthier climate. Still others came because land was cheap, or available through homestead laws. These settlers came from throughout the mid-west, and brought with them the traditions and values of middle America.

With the beginning of the sugar beet industry around 1900, a new group of settlers arrived -- the German farmers. Sugar beets had been cultivated extensively in Germany, and sugar-beet factories throughout the west recruited Germans in Germany and Russia to come to the sugar-

CHART 1

POPULATION GROWTH IN ROCKY FORD: 1890-1970



beet growing areas of America. Until World War I, a great deal of the sugar-beet field work was done by these German immigrants.

During the following decades, two new groups of settlers came to the Rocky Ford area -- the Spanish-surnamed and the Japanese. To some extent, the Spanish-surnamed had been in the Rocky Ford area as early as any other settlers. In the early days of settlement, Spanish-surnamed cowboys were in the area, and by 1900, a few Spanish-surnamed people were employed around Rocky Ford as farm laborers, and sheep herders and shearers, but their numbers had been small. When the sugar factory began operations in 1900, field laborers were brought from Mexico and New Mexico during the summer months to help with the beet harvest. Around 1910, adobe camps replaced the "tent cities" which had housed the migrant laborers, and migrant families began to live in the Rocky Ford area year round. When onions became an important crop in the valley, the migrant workers began to work crops other than sugar beets. As many migrant workers began to stay in Rocky Ford throughout the year, the Spanish-surnamed population of the town began to increase, and it is about a third of the population of Rocky Ford today.

The Japanese settlers entered the valley for the first time in the early 1900s. Young men came to work as farm laborers, and returned to Japan to bring their wives to their new homeland. It was not until after 1914, however, than many Japanese women came to the Rocky Ford area. The Japanese laborers worked until they could rent or buy their own land, and were especially involved in the cantaloupe industry, remaining in the business when others turned to other crops. Schools were started, and children were taught to speak English. Today, all of the people of Japanese ancestry in the Arkansas Valley are American citizens.

Life in and around Rocky Ford has always been tied closely to the land and the economics of agriculture. But Rocky Ford residents have had their own political and cultural lives as well. As soon as Rocky Ford became a legally recognized town, the Board of Trustees, with George Swink as mayor, began to pass ordinances which attempted to make life in Rocky Ford more "civilized." Ordinance No. 5 forbade, among other things, drunkeness, houses of ill fame, women employed as bartenders, driving faster than six miles an hour, idleness, throwing stones at buildings, and over 40 other offenses that were not tolerated in the respectable new town of Rocky Ford. George Swink continued to be an important political figure in Rocky Ford and the lower Arkansas Valley until his death in 1910. In 1889, Otero County was created and Governor Cooper appointed George Swink County Commissioner. In 1893, Swink was elected to the State Senate from a five-county area including Otero County. Political life in Rocky Ford had begun in earnest.

As Rocky Ford grew, the cultural life of the community grew as well. Schools were started, and eventually ministers settled down in Rocky Ford and churches were begun. Community celebrations such as the Arkansas Valley Fair brought people together to socialize, and Watermelon Day, started in 1878, was a community celebration which brought in people from all over, including from other states.

As Rocky Ford grew older, many things changed. New buildings went up, and old ones were torn down. New people came, and others moved elsewhere. Yet more than many other towns, the character of Rocky Ford has not changed substantially from what it was in earlier years.

Population Summary

A Quiz

Statistics often seem difficult to understand and hard to remember, yet statistics about the population of any community can tell us a great deal. They can suggest why a community looks the way it does, how it is different from other communities, and what its future might be. Statistics about people are especially important, since people are the most important part of any community.

Before presenting some of the statistical information about Rocky Ford, it might be fun for the reader to test his or her knowledge about Rocky Ford and the surrounding area with this quiz:

How Well Do You Know Rocky Ford?

1. What percentage of Rocky Ford's population is Spanish-surnamed or of Spanish descent?
2. Are there proportionately more or less people in their 20s living in Rocky Ford than in the state at large?
3. What percentage of Rocky Ford's residents were born outside of Colorado?
4. What percentage of the residents of Rocky Ford and vicinity lived in the same house for at least 20 years in 1970?
5. What percentage of the residents of Rocky Ford and vicinity live below the government's definition of the poverty level ($3,700 for a family of four)?
6. Of the following industries, rank them in order of the percentage of the labor force of Rocky Ford and the outlying areas employed in each: agriculture, manufacturing, and wholesale or retail trade.

The answers to these questions will be found in the following pages.

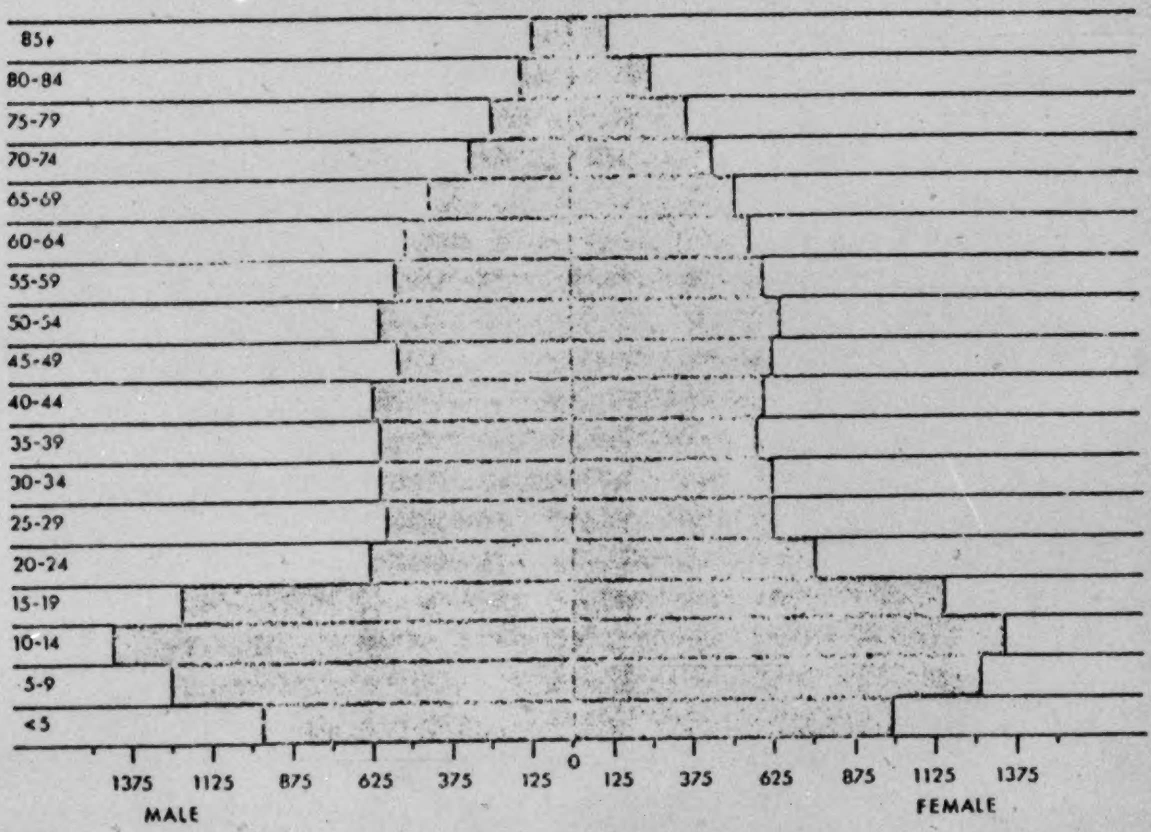
Population -- How Big?

According to the 1970 census, the population of Rocky Ford is just under 5,000, with an additional 2,000 people in the surrounding areas, as established by the Bureau of the Census. Rocky Ford's population increased rapidly from 1890 to 1920, declined slightly from 1920-1930, and then remained fairly constant for the next ten years. Since 1950, Rocky Ford has grown from around 4,000 to around 5,000 in population. Of this population, about 30% is of Spanish descent (Quiz question #1).

Rocky Ford has grown since 1950, but most of that growth took place between 1950 and 1960. Since 1960, the town has grown very little. One reason for this can be seen from the age pyramid (Table 1). An age pyramid shows the number of people in a given area that falls within each age bracket. In this case, the age pyramid is for all of Otero County, but the shape of this pyramid is very similar to that of Rocky Ford. A "normal" age pyramid would look a great deal like a triangle -- pointed at the top and sloping in generally straight lines to the base. Such a pyramid would represent a growing population with many young children at the bottom, and a gradually decreasing number of people in the higher age brackets.

TABLE 1

OTERO COUNTY
1970 POPULATION



SOURCE: U.S. Bureau of the Census, Census of Population, 1970.

The Rocky Ford - Otero County age pyramid, however, does not look like a nicely shaped triangle. Instead, it looks as if someone had chipped away people in the age brackets 20 to 55. This pyramid looks normal enough at the top, but it has an unusually narrow "waist," which tells us something very important about Rocky Ford. Many people in their working years, from 20 to 60, have left Rocky Ford, probably to find jobs in other cities.

Table 2 is another way of looking at the same data. It shows the percentage of Colorado's and Rocky Ford's population's falling into the different age brackets.

TABLE 2

Age Characteristics for
Colorado and Rocky Ford, 1970

Age Bracket	% In Rocky Ford	% In Colorado	+/-
Below 5	7.9	7.9	-
5-9	10.7	10.2	+
10-14	12.0	10.6	+
15-19	10.6	9.9	+
20-24	5.6	9.3	-
25-29	4.7	7.1	-
30-34	5.0	6.1	-
35-39	4.6	5.8	-
40-44	5.2	5.8	-
45-59	4.3	5.7	-
50-54	4.6	5.0	-
55-59	5.0	4.2	+
60-64	4.9	3.6	+
65-69	4.8	2.8	+
70-74	3.7	2.2	+
75 and Over	6.4	3.5	+

SOURCE: U.S. Bureau of the Census, Census of Population, 1970.

Those age brackets followed by a minus sign (-), are ones in which Rocky Ford has proportionalety fewer people than the state average, while those followed by a plus sign (+) are just the opposite. The table shows that Rocky Ford has proportionately more older people in its population than the state average, and proportionately fewer people in the 20-55 age brackets (Quiz question #2).

Predicting the future of population growth in any community is risky, and guesses vary as to how much Rocky Ford and Otero County will grow. It is doubtful, however, that the population of Rocky Ford will grow to more than about 5,500 people by 1980, based on Colorado Division of Planning estimates for Otero County.

Where Did People Come From?

The people who settled Rocky Ford have come from throughout the United States and from many foreign countries. In fact, of the present residents of Rocky Ford, only 55% were born in Colorado. (Quiz question #3). Of those born outside of Colorado, the largest single group came from the north central states, followed by western states and the southern states. Very few have come from the northeast. The reason that only 55% of Rocky Ford's residents are Colorado-born, of course, lies in the fact that even Rocky Ford, with its seemingly static population, has grown through the influx of people from other states. All of the early residents of Rocky Ford came from other states. Since then, new people have come to buy land or to retire. Many migrant workers have come to settle in Rocky Ford, and most of them were born in Texas, Mexico, or New Mexico. Finally, many professional people, including teachers, were born in other states but have come to live in Rocky Ford.

In addition to those coming from other parts of the United States, Rocky Ford residents have come from many foreign countries, or are children of foreign-born parents. In census bureau terms, they are of "foreign stock." Most of the Rocky Ford residents of foreign stock came from Mexico. In fact, of the 9% of the population of foreign stock, 45% are from Mexico, 12% are from Germany, and about as many are from Japan.

Not only is Rocky Ford's population from diverse orgins, it is also highly mobile. Only about 5% of the population of Rocky Ford and vicinity have always lived in the same house. In fact, only 12% of

Rocky Ford's families have lived in the same house for 20 years or more (Quiz question #4), and in 1970, nearly half of the population had lived in their home for four years or less.

Income and Poverty

Rocky Ford has not grown as much as many Colorado communities in recent years, and income levels have not kept pace with the rest of the state. While the median family income in Colorado in 1970 was $9,555 (that is, half of Colorado's families were above and half below this figure), the median family income for Rocky Ford residents was $6,092. The median family income for the Spanish-surnamed population was lower, standing at just under $5,000 per year. Because of the low-income levels, about 30% of the population of Rocky Ford in 1970 lived below the government's definition of the poverty level, that is, about $3,700 per year for a family of four. (Quiz question #4). Of all families below the poverty level in 1970, a little over half were Spanish-surnamed, and, because Spanish-surnamed families tend to be larger than Anglo families, nearly 70% of the individuals living in families below the poverty level in 1970 were Spanish-surnamed. A different picture emerges, however, when older individuals are studied. Of the 52 heads of families in 1970 who were 65 years of age or older, and whose families fall below the poverty level, only 4 were Spanish-surnamed; over all, older, Spanish-surnamed people headed fewer families below the poverty level than older Anglo individuals. This may be explained in two possible ways. First, many older Spanish-surnamed people may not be heads of families because they are living with other relatives. A second explanation is that, while Spanish-surnamed people comprise about 30% of the population of Rocky Ford and vicinity, the situation is different for those over 65. In this age bracket, only about 15% are Spanish-surnamed.

Because of the low level of income for many families in the Rocky Ford area, many receive public assistance in the form of welfare and food stamps. It has been estimated that between 16% and 19% of the residents of Rocky Ford receive public assistance, and around 12% receive food stamps.

Where Do People Work?

Rocky Ford is in the middle of an agricultural area, yet the portion of the labor force engaged in agriculture has been declining since 1950. In that year, over 20% of the labor force was in agriculture. By 1960, the figure had dropped to 15%, and by 1970 it was just above 10%. Replacing agriculture as the major source of employment has been manufacturing, professional services, including education, and trade. Ranked below are the major industries providing employment to the residents of Rocky Ford and vicinity (Quiz question #6):

TABLE 3

Employment in Rocky Ford

Industry	Percentage of Labor Force Employed, 1970
Professional Services	21.6
Wholesale & Retail Trade	19.9
Manufacturing	14.9
Agriculture	10.6
Transportation	8.1
Public Administration	6.8
All Others	18.1

SOURCE: U.S. Bureau of the Census, General Social and Economic Characteristics, 1970.

As the table indicates, over half of the population of Rocky Ford and vicinity are engaged in three major industries -- professional services, such as health and education, trade, and manufacturing. Yet it is still agriculture that provides an essential foundation for the economy of the Rocky Ford area.

This summary of the population of the Rocky Ford area has revealed some interesting facts. For example, Rocky Ford is a culturally diverse community, and is one from which many young people have left in order to search for better job opportunities. It is a community with incomes lower that the state average, and a higher percentage of its population receiving public assistance. It is an area in which, like many agricultural areas in Colorado, other industries are replacing agriculture as the major source of employment. As we shall see in the following section, however, agriculture continues to be an important part of the economy.

The Economic System

The economic base in any community is one of the most important factors in determining its "personality." Rocky Ford, for example, is very definitely an agricultural community, with a small amount of manufacturing activity. The way people in Rocky Ford live their lives, the things they see as important in life, and the way they view their future, will all be heavily influenced by the kind of economic system that Rocky Ford has. But what determines the kind of economic system in any community?

The Economic Base

Imagine what Rocky Ford would be like if it were somehow transplanted to the North Pole. Aside from the fact that the weather would be cooler, what differences would it make in the way people earned a living? How would goods be shipped to market? Would new industries be eager to build new plants in Rocky Ford?

Imagine what Rocky Ford would be like if there were no schools, and children grew up without being able to read and write. What would the future of Rocky Ford be like in this case?

Neither of these two situations is likely to occur in the near future, but if they did, Rocky Ford would change a great deal. People would begin to realize just how important the different parts of the economic base of Rocky Ford really are. The economic base in any community is made up of all the different resources that, in one way or another, help people to earn their living. If a community is rich in resources, it will prosper. On the other hand, a resource-poor area will be less prosperous, and its chances for growth will be small. What are the economic resources that make up the economic base of Rocky Ford and the area around it?

Location Resources

If Rocky Ford were, in fact, transplanted to the North Pole, it would lose many important resources and one of the most important would be its location. People would find that being thousands of miles away from cities and towns,without highways, railways, or airports, would have severe disadvantages. Transportation costs of all kinds would be prohibitive, and even if the residents enjoyed the ice and cold, they would soon realize that a town cannot survive for long if it is located far away from population centers where the goods they produce can be sold.

Rocky Ford is fortunate that it is located near transportation networks linking it with other parts of the state and nation. Because of these transportation links, the goods grown on farms around Rocky Ford and manufactured in its factories can be shipped to market. U.S. Highway 50 links Rocky Ford with cities to the east and with Pueblo, 54 miles to the west. From Pueblo, highways go north to Colorado Springs and the large population center of the Denver area. Over these highways travel the trucks carrying goods in and out of Rocky Ford.

In addition to highways, Rocky Ford is served by the Atcheson, Topeka, and Santa Fe Railroad, which can carry goods produced in Rocky Ford to other parts of the country. Airport facilities are available in Pueblo.

Because Rocky Ford is located on major transportation arteries, it has advantages not shared by other small and more isolated communities. Yet Rocky Ford's location is not ideal from the viewpoint of economic growth and prosperity. Most large companies prefer to locate their operations close to large population centers, where there is a near-by market for the goods they produce, as well as a large labor force from which to choose workers.

There is little, however, which Rocky Ford residents can do to alter this part of their economic base. In fact, many residents may view the location of Rocky Ford as a positive resource. Situated as it is relatively far from big cities, it may be able to avoid some of the problems associated with big city life.

Natural Resources

Natural resources are all of the "gifts of nature" that people can use to produce goods and services. Rocky Ford does not have some of the natural resources, such as oil, coal, minerals, or forests, which are found in other areas. It does, however, have important natural resources in the form of good agricultural land, and water from the Arkansas River. Even the climate and the length of the growing season might be considered a kind of natural resource.

Human Resources

If for some reason the schools in Rocky Ford suddenly disappeared over night, it would be only one generation before the community would have lost an important economic resource -- its educated work force. The education and skills of the labor force are an important part of the human resources of any community, and like natural resources, a community rich in human resources will have greater opportunities to grow and prosper. Rocky Ford and vicinity has a population of around 7,000 people. Of these, about 2,200 men and women are in the labor force, about a third of which are Spanish-surnamed.

The average worker in the Rocky Ford area over 25 years of age had completed 10.6 years of school, in 1970, compared with the median figure for the state of 12.4 years. The chances were that he or she did not graduate from high school -- only 41% of the population over 25 years of age had graduated from high school in 1970, compared with a figure of 64% for the state at large. The reason for this low figure is partly due to the fact that many migrant workers, with little formal education,have decided to make Rocky Ford their home. Another reason may be simply that, in the past, most jobs in Rocky Ford did not require a high school diploma and many young people left school to take these kinds of jobs.

These individuals comprise the human resources of Rocky Ford, and as their talents and abilities are increased and developed, Rocky Ford will have a better chance of providing them with economic opportunities in the future.

Financial Resources

Any community needs banks and lending institutions. Businessmen and farmers need institutions that will loan them the money to operate until their goods are sold. Other people need loans to buy homes, cars, and other expensive items which must be paid for over a long period of time. The financial resources of Rocky Ford are provided by local banks, which had deposits of over $13,000,000 in 1973, and Savings and Loan Associations, which had deposits of nearly $6,000,000. Because of banking regulations, however, these resources are not adequate to supply all of the Rocky Ford area's borrowing needs. Banks in Rocky Ford have a limit on the amount of money they can loan to a single borrower. For one local bank, this limit is $70,000, or around

$175,000 in the case of livestock loans. If borrowers need more money than local banks are allowed to lend, the banks can obtain the additional funds through special arrangements with larger banks in Pueblo, Colorado Springs, Denver, and even Kansas City. Of $4 million in loans made by one Rocky Ford bank in 1975, about $720,000, or 18%, was made with the assistance of banks outside the community. Although Rocky Ford banks do not have the financial resources to meet all of the borrowing needs of Rocky Ford residents, these banks can obtain lending assistance from other banks throughout the region.

Social Facilities

If a community is to remain the kind of place in which both workers and employers wish to remain, it must provide basic social facilities, such as schools, medical facilities, and public utilities. Some of the social facilities seem adequate for the future, while others are in need of improvement.

Rocky Ford has three elementary schools, a junior high school, and a senior high school, with a total enrollment of around 2,000 students. Health facilities include Pioneers Memorial Hospital, Rocky Ford Community Health Center, and the Family Guidance Center. Combined, these facilities have 37 beds. A nursing home associated with the hospital has the capacity to care for 65 individuals.

Rocky Ford's housing is primarily in the form of single family dwellings, with less than 5% in mobile homes, apartments, and duplexes. In addition, Rocky Ford homes tend to be older and less than one-third have been built since 1945. About 15% of all housing is in a deteriorated or dilapidated condition, according to a recent housing inventory prepared by the Lower Arkansas Valley Council of Governments.

Important to any community is the availability of public utilities. Electric power and natural gas are provided to Rocky Ford residents by private companies, while water, sewer, and garbage disposal services are provided by the city. Water for residential use comes from wells, and the water usage of Rocky Ford residents averages 1,500,000 gallons per day. However, peak consumption has been as high as 2,900,000 gallons per day, nearly reaching the capacity of the water treatment plant, which is 3,000,000 gallons per day. The sewer system has a capacity of 1,000,000 gallons per day, with an average load of 350,000 gallons. A peak load of 500,000 gallons has been reached in the past. Both the water and sewer facilities in Rocky Ford are in need of improvement, and efforts are now being made in this direction.

Rocky Ford has many churches, clubs, and civic organizations, yet few recreational facilities. At the same time, Rocky Ford has the kind of rural, small town atmosphere that many people enjoy.

These characteristics of Rocky Ford -- its location, its natural, financial, and human resources, and its social facilities form the foundation of the community's economic system. But to understand this economic system better, we must take a closer look: what things are produced in Rocky Ford, and what jobs do people have?

People and Their Work

Driving into Rocky Ford from any direction, a visitor is most aware of one thing: Rocky Ford lies in an area dominated by agriculture. The visitor who asks will discover that most of the jobs held by Rocky Ford residents are related, in one way or another, to farming and ranching. Yet if the statistics of employment in Rocky Ford and vicinity are consulted, some very curious facts emerge. As important as is agriculture to the Rocky Ford area, it directly employs only about one in every ten people. In fact, the industries involving professional services, trade, and manufacturing each employ a greater percentage of the labor force than does agriculture. How can this be?

The solution to this puzzle lies simply in the economic concepts of specialization and the division of labor. As agriculture became more efficient, and farmers found that they could produce greater and greater amounts of food with smaller amounts of human labor, workers were freed to do other kinds of work. People developed specialized skills, and the production of different kinds of goods was divided among workers who specialized in that production. For example, a farmer and his family in the past might have grown their own food, made their own clothes, and built their own home. Today, it is possible for a farmer to specialize in growing food, allowing others to specialize in making clothes or building houses. It is this process of specialization and division of labor that allows communities to grow and to develop. In Rocky Ford, specialization has advanced to the degree that although only a small percentage of the work force is engaged in agriculture, agriculture is still an important sector of the economy.

The reason that agriculture is so important to Rocky Ford's economy is that, like the manufacturing industry, it brings money into the community. Just like a family, a community must earn more than it spends if it is to prosper. In a special sense, a community "earns" money by producing goods and services that are shipped elsewhere, and "spends" money when it buys goods and services from outside the community. If the "earning" industries, such as agriculture and manufacturing, are bringing a great amount of money into the community, the community will prosper. New stores will open, more government services can be provided, and more personal services and entertainment facilities will be available. In this way, new jobs will be created.

On the other hand, a community may "spend" more than it earns simply by buying things produced in other communities at a faster rate than it produces goods for "export." If this occurs, a town will eventually become less prosperous. Jobs will become scarce, and people will begin to leave the community.

Where does Rocky Ford fit in this picture? Rocky Ford has several industries that bring money into the community. Agriculture, of course, is one of the most important of these. Local manufacturers are also important, as are government programs and offices that provide a dollar flow into Rocky Ford. Yet Rocky Ford has not been a rapidly growing community. For this reason, it would be safe to conclude that the money flows in and out of Rocky Ford and vicinity at a fairly balanced rate. Furthermore, it means that new jobs are not being created rapidly. What does Rocky Ford have to offer in the way of jobs in different sectors of the economy? A look at some statistics may serve as a good introduction.

Jobs and Numbers

Statistics are often boring and difficult to interpret. The statistics about Rocky Ford's labor force, however, show some very interesting things about how people in Rocky Ford earn their living. Table 4 below shows the numbers, and percentages, of men and women employed in different industries in Rocky Ford and vicinity. As previously noted, the largest industry in terms of total employment in the Rocky Ford area is professional services, which includes health workers, doctors, teachers, and other related jobs. In the Rocky Ford area, this industry supplies nearly 40% of all jobs held by women who work primarily as teachers. Wholesale and retail trade is the single largest source of jobs for men.

TABLE 4

POPULATION OF
ROCKY FORD AND VICINITY, 1970

(employed population 14 years old and over by industry and sex)

Industry	Males	Percentage of Males	Females	Percentage of Females	Total	Percentage of Total
Agriculture	219	15.8	18	2.2	237	10.6
Mining	0	0	0	0	0	0
Construction	47	3.4	5	.6	52	2.3
Manufacturing, Durables	112	8.1	8	1.6	120	5.4
Manufacturing, Non-durables	240	10.1	72	8.6	212	9.5
Transportation	250	10.8	31	3.7	181	8.1
Trade	275	19.8	169	20.2	444	19.9
Finance, Insurance, Real Estate	18	1.3	25	3.0	43	1.9
Business and Repair Services	41	2.9	0	0	41	1.8
Personal Services	28	2.0	96	11.5	124	5.6
Entertainment & Recreation	0	0	0	0	0	0
Professional Services	152	10.9	329	39.4	481	21.6
Public Administration	138	9.9	13	1.6	151	6.8
Non Reported	70	5.0	70	8.4	140	6.3
	1390	100%	836	100.2%	2226	99.8%

Source: U.S. Bureau of the Census: Census tapes, 1970.

Employment can also be viewed in a different way -- from the viewpoint of occupation, rather than industry. The single largest occupational category in the Rocky Ford area is in the services area, followed by professional occupations including teaching. For the Spanish-surnamed population, the services area is even more important as an occupational category.

TABLE 5

PERCENTAGE OF WORK FORCE BY OCCUPATION, ROCKY FORD AND VICINITY, 1970

Occupation	Percentage of Work Force, Total	Percentage of Work Force, Spanish-surnamed
Service Workers	17.7	35.8
Professional	13.3	2.6
Craftsmen, Foremen	13.3	9.6
Clerical	11.0	4.5
Industrial Workers	9.9	10.7
Managers & Adm.	6.7	1.0
Sales Workers	6.6	2.2
Drivers	6.6	11.3
Laborers	5.5	6.7
Farm Laborers & Foremen	4.9	11.0
Farmers & Farm Managers	3.1	0
Private Household Workers	1.5	4.0
	100.1% (2200 Workers)	99.4% (672 Workers)

SOURCE: U.S. Bureau of the Census: Census Tapes, 1970.

One final table indicates the breakdown of occupation categories by Anglo and Spanish-surnamed workers. These figures help to explain why the incomes of Spanish-surnamed families in Rocky Ford are lower than those of Anglo families. They may also explain why some Spanish-surnamed feel that they have not been full participants in the economic system of Rocky Ford.

Table 6 shows the percentage of jobs in each occupational category held by Anglo and Spanish-surnamed workers. The Spanish-surnamed population accounts for 30% of the work force in and around Rocky Ford. Yet only 6% of the professional workers in Rocky Ford and only 5% of the area's managers and administrators are Spanish-surnamed. On the other hand, 84% of the private household workers, and nearly 70% of the areas farm laborers and foremen, are Spanish-surnamed.

TABLE 6

COMPARISON OF ANGLO AND SPANISH-SURNAMED WORKERS IN ANY OCCUPATION, ROCKY FORD AND VICINITY, 1970

	Anglo (%)	Spanish-surnamed (%)
Professional	94	6
Managers & Adm.	95	5
Sales Workers	90	10
Clerical	87	13
Craftsmen, Foremen	78	22
Industrial Operatives	41	59
Drivers	48	52
Laborers	62	38
Farmers & Farm Managers	100	0
Farm Laborers & Foremen	31	69
Service Workers	38	62
Private Househole Workers	16	84

SOURCE: U.S. Bureau of the Census: Census Tapes, 1970.

The statistics presented above can give only a general picture of jobs and of the economic system in Rocky Ford. They indicate that professional occupations and jobs in the service and trade industries are especially important to Rocky Ford's economy. This is to be expected in a town serving the needs of a largely agricultural region. But in order to understand the kinds of jobs in Rocky Ford, we need to take a closer look at the different kinds of industries it has.

Agriculture

Agriculture in Otero County during the past ten years has had its ups and downs. Going down have been the number of farms and the total acreage in farms as people gave up farming as a profession. At the same time, some farms that were once the sole support of families have been reduced in size and now provide only a supplemental source of income to part-time farmers. In Otero County, the average size of farms has gone down, in contrast to state and national trends. Yet while these have been going down, other figures have been going up. The value of all agricultural produce in Otero County has increased, as have farm incomes, although some sectors of agriculture, especially cattle ranchers and feeders, have seen hard times in recent years.

Farms around Rocky Ford today vary in size from "week-end" farms of 100 acres or less, to an "average size" farm of around 250 acres. There are even several farms of 1000 to 1200 acres,and the largest farm in the area is around 2000 acres of irrigated farm land. In addition to farms, there are several cattle feedlots in the area. In fact, the value of livestock sold in Otero County is about 7 times that of crops. This high value is due only in part to the efforts of county residents since feedlots provide merely the "finishing" for cattle production.

What is Produced?

In the Rocky Ford area, many different kinds of crops are produced. One area farmer has suggested that the ranking of crops, according to the acreage under cultivation looks like this:

1. Corn and feed grains
2. Sugar Beets
3. Alfalfa and wheat
4. Vegetables
    a. Onions
    b. Seed crops
    c. Cantaloupes
    d. Tomatoes
    e. Watermelons
    f. Other vegetables

The corn, feed grain, and alfalfa crops are used primarily to feed livestock in the area, while sugar beets and vegetables are cash crops, yielding high returns per acre. Table 7 lists the prices received by Colorado farmers from 1964-1973 for crops and livestock.

TABLE 7

Prices received by farmers: Season average prices, by commodities, Colorado, 1964-73

Commodity	Unit	Price per unit[1]									
		1964	1965	1966	1967	1968	1969	1970	1971	1972	1973[2]
		Dollars									
Corn grain	Bu	1.26	1.26	1.32	1.15	1.15	1.18	1.32	1.19	1.61	2.55
Oats	Bu	.77	.74	.75	.79	.75	.70	.70	.73	.87	1.40
Barley, all	Bu	1.31	1.38	1.50	1.38	1.45	1.47	1.39	1.50	1.77	2.10
Wheat, all	Bu	1.31	1.33	1.56	1.24	1.12	1.13	1.19	1.20	1.77	3.75
Rye	Bu	.93	.97	.99	.91	.92	.88	.87	.88	1.02	1.75
Dry beans[3]	Cwt	7.70	7.60	6.10	8.20	6.30	9.40	7.50	9.60	8.60	22.00
Potatoes	Cwt	3.34	1.71	1.93	1.80	1.67	1.89	1.42	1.57	2.89	3.51
Sugar beets[4]	Ton	12.40	12.80	12.90	14.10	14.90	8.70	14.90	15.60	17.70	[5]
Sorghum grain	Bu	1.07	1.01	1.10	.96	[illegible]	1.03	1.14	1.03	1.49	2.32
Hay, all (baled)	Ton	27.60	24.90	26.00	27.00	27.00	25.50	25.50	30.50	40.00	45.00
Broomcorn	Ton	350.00	255.00	320.00	350.00	405.00	360.00	410.00	435.00	415.00	470.00
Apples, commercial	Lb	.0440	.0517	.0661	.0679	.0597	.0415	.0547	.0703	.1310	.0710
Peaches	Lb	.0501	.0615	.0928	.1040	.0563	.0729	.0798	.0926	.1420	.1270
Pears	Ton	100.00	120.00	126.00	124.00	127.00	115.00	110.00	91.00	171.00	122.00
Cherries, tart	Ton	108.00	109.00	226.00	321.00	295.00	165.00	184.00	197.00	236.00	384.00
Cherries, sweet	Ton	383.00	508.00	330.00	710.00	585.00	348.00	523.00	536.00	808.00	535.00
Cabbage[6]	Cwt	2.89	1.72	3.56	1.95	3.15	2.49	2.37	2.51	3.43	7.26
Lettuce	Cwt	3.95	4.10	6.20	3.90	3.95	3.43	5.76	4.43	4.78	7.06
Onions	Cwt	3.10	3.10	4.55	4.30	3.80	4.97	3.84	4.82	8.41	7.80
Tomatoes	Cwt	5.40	5.40	6.10	5.70	6.70	6.22	7.04	7.68	8.53	12.10
Beef cattle	Cwt	20.60	23.30	24.90	24.60	25.90	29.10	29.30	31.90	35.50	45.20
Calves	Cwt	23.40	24.70	28.30	28.50	29.00	33.40	36.20	38.40	47.00	58.40
Sheep	Cwt	6.10	6.80	6.50	6.50	6.20	7.30	7.50	5.70	5.70	9.40
Lambs	Cwt	22.30	24.80	24.40	19.60	19.10	23.10	23.10	27.50	30.60	36.50
Hogs	Cwt	15.20	20.30	23.60	19.60	19.10	23.10	23.10	17.70	24.90	37.70
Turkeys	Lb	.237	.240	.240	.218	.220	.239	.223	.250	.250	.430
Chickens	Lb	.111	.113	.117	.113	.105	.093	.095	.060	.065	.145
Eggs	Doz	.341	.354	.409	.310	.307	.366	.379	.301	.335	.562
Milk sold to plants	Cwt	4.78	4.91	5.42	5.67	5.94	6.10	6.38	6.47	6.78	7.80
Wool	Lb.	.50	.46	.53	.38	.39	.40	.33	.17	.28	.82

[1] Does not include government payments
[2] Preliminary
[3] Price applies to cleaned beans
[4] Payments under the Sugar Act are not included
[5] Not available
[6] Includes small quantity used for kraut

Sugar beets: Average price received by farmers and Sugar Act payments, per ton, and total acreage abandonment and crop deficiency payments, Colorado, 1964-72

Year	Prices received by farmers[1]	Sugar Act payments	Total amount received	Acreage abandonment and crop deficiency payments[2]
	Dollars	Dollars	Dollars	1,000 dollars
1964	12.40	2.36	14.76	321
1965	12.80	2.33	15.13	426
1966	12.90	2.21	15.11	188
1967	14.10	2.25	16.35	143
1968	14.90	2.31	17.21	178
1969	8.70	1.82	10.52	461
1970	14.90	2.09	16.99	190
1971	15.60	2.11	17.71	118
1972	17.70	2.19	19.89	195

[1] Paid by sugar beet processors
[2] Total payment made under authority of the Sugar Act for unavoidable abandonment of acreage and deficiency in yield due to natural hazards

SOURCE:, Colorado Agricultural Statistics, 1974.

This table shows that prices for most agricultural produce, with some fluctuations, have increased steadily in the past decade. But prices alone do not tell why particular crops are grown around Rocky Ford. How do farmers decide what to grow? Instead of looking only at prices received per bushel or per ton of produce, a better picture of how farmers decide what to produce might come from an estimate of the value of different crops per acre. Table 8 provides estimates of the value of different crops per acre of harvested crop.

TABLE 8

VALUE OF CROPS IN COLORADO (PER ACRE)

	Crop	Value Per Acre 1970	 1972	 1973
Otero County	Sorghum for grain	$ 90		
Otero County	All Hay		$ 100	
Otero County	Corn for grain	$ 129		
S.E. Colorado	Sugar Beets		$ 290	$ 260
Colorado	Onions		$2257	$2790
Colorado	Cantaloupes		$ 575	$ 650
Colorado	Tomatoes for fresh market		$1454	$1815
Colorado	All Vegetables (average)		$1032	$1255

SOURCE: Colorado Agricultural Statistics, 1974.

This table shows that the value of different crops, for each acre harvested, varies a great deal. For example, in 1972, an acre of hay was worth about $100, while an acre of onions was worth over 20 times as much. Why is it that farmers do not all plant the most profitable crops in terms of the value per acre?

The farmer has many things to consider when he decides what to plant on his land. First, he must consider his own capabilities and past experience. Each crop has its own characteristics and requires special care, and unless a farmer knows how to raise a particular crop successfully, he can lose money trying. Equally important is the financing required to produce different crops. Some crops, such as corn, grains, and hay, can be raised successfully by one man alone, while others, such as vegetables, require a great deal of hand labor, and access to bank loans is necessary. In addition to the labor requirements, vegetables are more expensive to produce because seeds are expensive, more fertilizer is needed, and marketing the crop may be difficult or risky. Aside from the differences in expenses involved in raising different crops, farmers may decide to plant certain crops in the spring because they believe the

the price will be high when they harvest in the fall. Trying to outguess the market, however, can be risky in itself. The price that farmers receive for their crops depends on the demand for that particular crop in the market place, as well as the amount of the product produced by farmers. When demand for the agricultural product is high, and when little has been produced, then the consumer must pay a high price to buy it. If the supplies increase, however, the price will fall. Many farmers have noted high prices for a crop one year, and decided to grow that crop the next, only to find that other farmers throughout the country have had the same idea. The crop that was scarce one year and brought a high price now becomes a crop that many farmers are growing, and the abundant supply drives the price down.

Another reason why a farmer may choose a particular crop is to improve his soil through crop rotation. Some crops deplete the soil more than others, and rotating the crops planted can help maintain soil fertility. A corn-to-sugar-beet-to-alfalfa rotation is often used in the Rocky Ford area. In addition to rotation of crops as a factor in deciding what to grow, some farmers have been forced to abandon certain crops altogether, and to grow different ones, because of plant diseases. Onions and sugar beets are both susceptible to diseases which infest the soil, making it unsuitable for future plantings of these crops.

Finally, some farmers diversify the crops they plant in an attempt to minimize the risks of bad weather and uncertain future market prices. Some crops can withstand bad weather better than others, and a farmer who plants both corn and a cash crop, such as a vegetable, is in a less risky position than one who plants only vegetables, and who faces the chance that his entire crop might be destroyed by hail or wind. A local farmer expresses this aspect of farming in this way:

> Sugar beets are a lot safer than tomatoes, for instance, As for alfalfa, if you loose one crop you have four more that same year and there are lots of ways to play it. You pay for the risks that you take, too. In this day and age with all your risks, it is unbelievable how much money you can put into a farm -- with fertilizer prices and herbicides, insecticides, fungicides and with all of the pretroleum-based things that you have to use on the farm, including your gas, oil and diesel fuel.

This farmer expresses what has become a fact in recent years. Farming is big business, with large investments and high operating costs. In fact, the average operating expenses of Otero County farms was over $10,000 per year in 1969, and is surely much higher today.

What makes farming so expensive? The answer lies in the high cost of land, machinery, and in some cases, labor, needed for modern agriculture. Irrigated farm land around Rocky Ford sells, when it is available, for $900 to $1000 per acre. In addition to land, a farmer needs a wide variety of farm equipment and machinery. The list below suggests the kinds of equipment needed for an average-size farm of 250 acres around Rocky Ford.

- A 90 Hp tractor
- A 60 Hp tractor
  - For Ground Preparation:
    - Plow
    - Disc
    - Roller, for pulverizing clods
    - Land Plane, for leveling
    - Harrow
  - For Planting:
    - Planters, such as grain drill or corn planter, depending on the crop.
  - For Harvesting:
    - Harvesting equipment, depending on crop.

Not all of this equipment needs to be owned by an individual farmer. Some could be rented when needed, or certain jobs could be done by other individuals, using their own equipment to do "custom work." If a farmer hired a great deal of custom work, he might be able to limit his own equipment to a new-cost value of $60,000 to $80,000, but a better average would probably be in the neighborhood of $100,000. Combined with the value of the land, an individual beginning to farm for the first time in Rocky Ford would have to invest around $300,000 in land and equipment.

From Seed to Store

During the spring of the year, farmers around Rocky Ford, like farmers everywhere, begin to prepare for the growing season. First, the land is worked using a disc once or twice in preparation for plowing.

During the plowing process, dirt clods are reduced in size as the ground is made ready for planting. Then the ground must be leveled and prepared for irrigation, and fertilizer is applied. Finally, the crop is planted. After the crop is planted and as it grows, it is cultivated, with the extent of cultivation depending on the particular crop. Before and after the crop comes up, herbicides are applied. Finally, the crop is ready to harvest. Harvesting may involve the use of a farmer's own equipment, the hiring of "custom work" done by others, or the hiring of hand labor for vegetable or melon crops. After harvesting, the ground is prepared for the winter months, as farmers "put the ground to bed."

During the growing season, the farmers will have used irrigation water from one of the several irrigation canals around Rocky Ford. Water for irrigation purposes is measured in "acre feet," that is, the amount of water that would cover one acre of ground one foot deep. Different crops require different amounts of water. Onions, for example, need four to five feet of water per acre, while corn only requires about three. Since water is vital to the growing of all crops, irrigation rights are jealously guarded, and disputes over water rights have traditionally been some of the most vicious disputes in the Rocky Ford area.

In addition to the need for labor and equipment in the farming process, most farmers require bank loans during the year to make improvements in their operations, or simply to meet operating expenses until their crops are sold. Local bankers must know a great deal about farming, and can often give valuable advice about the physical and financial aspects of farming around Rocky Ford. Loans can be obtained for the purchase of equipment, to be repaid usually in three to four years, and for the purchase of land, with repayment schedules usually running from ten to twelve years. Loans can also be obtained to enable local farmers to pay for field labor, with repayment due when crops are sold.

The farmer's worries are not over when he has harvested his crops. He still has the problem of selling them,and marketing of agricultural produce is a skill and a business in itself. Some farmers sell grain and feed to local or near-by feedlots, and sugar-beet growers sell their produce to the local sugar factory. Growers of pearl onions sell to the local Frozen Foods processing plant. But for most vegetable growers, marketing can be an uncertain prospect. Some local farmers set up vegetable stands along the highway, selling directly to consumers. Others sell to bigger farmers in the area, and allow them to market their crops for a fee. One local farmer, who also serves as a marketing agent for smaller farmers, describes the process in this way:

> The farmer grows and produces his own stuff -- his onions or lettuce, or whatever -- and then, come selling time, he needs help. He needs somebody who is an expert in the field to market the product, to harvest and grade the crop, and to secure the market. So he comes to us and we make a deal. We make different deals with different people, but generally we just sell for his account; the title is still in his name, clear on through 'til it's delivered at the other end. In other words, we just act as an agent or commission merchant, and we'll do the harvesting and the grading and the selling and the whole works. And then charge him for our services, plus the brokerage fee.

Other farmers have developed markets on their own, and sell their produce each year to the same buyer in large cities.

Agricultural produce from the Rocky Ford area is sent by truck throughout Colorado and the mid-west, and even into the southern states; seeds produced in Rocky Ford are sent all over the world.

Agriculture in the Future

The future of agriculture in the Rocky Ford area will depend on a number of things -- the prices farmers receive for their crops, the costs to farmers, such as for fertilizer, machinery, and labor, and the continued availability of water. Demands are being made by large cities along Colorado's front range for more and more domestic water, and cities have the legal power, and the money, to buy the water rights that now are used for Rocky Ford agriculture. Even the federal government has bought water than could be used for agriculture. As one local farmer describes it:

> Q: Can you give me an idea of how you view the agricultural future of Rocky Ford? What kind of problems do you see?
>
> A: Primarily the shortage of water. The uncertainity of the water situation is one of the biggest problems. Within the last three years or so, the Colorado Game and Fish Commission bought a million dollars worth of the water out of one of the primary ditches around Rocky Ford, for

> use as a permanent pool at John Martin Dam, for hunting and fishing or whatever down there. So that takes some water off the land: it forever dries up some land, and it will be worthless for production forever. So if that trend continues, if we allow it to go on, and of course we're fighting it, well, if another government agency decides it wants some and comes down and takes water and then another takes some, then the water's gone from the land, and it's all over as far as agriculture goes.

Q: Who did they buy it from?

A: They bought it from the stockholders in the Catlin Canal.

Q: How is it decided whether or not they'll buy it, or whether they'll sell?

A: Well, money talks, and they just outbid the value of it for agriculture. At that time, which was about four years ago, they paid about $500 a share for the water alone. Up 'til then, about the highest price that had ever been paid for water and land -- the whole farm and water -- was about $450.

Many local farmers are bitter about cities which buy up water rights used in agriculture so that city residents can water lawns. Farmers warn that, if water is taken away from agricultural users, many farmers will be forced out of farming, and the costs of many agricultural products will rise. Only then, farmers warn, will city residents realize the importance of allowing water to remain for agricultural use.

Good and Bad

Like all occupations, agriculture has both good and bad points. Among the most serious drawbacks in becoming a farmer is the uncertainty of nature. Many are the stories of the farmer who, a day before harvest, had his wheat crop destroyed by a hail storm. A local resident describes the difficulties involving agriculture and nature:

> We can get winds, like we did this last spring, where we have to replant two or three times. You lose money every time you replant. The scarcity of fertilizers and insecticides raised the cost and many small farmers are going out. We could not find pasture for livestock. We are short on alfalfa and the price is up to seventy or eighty dollars a ton in the fields, and you can't feed livestock on that. The cuttings are short. We did not have enough rain until July. Now we are getting rains when we don't need them. When you are based strictly on agriculture, it is pretty perilous because it takes only one good dust storm

> or an excessive amount of rain or a dry river and you have lost a tremendous amount of money.

In addition to the uncertainties of the weather, farmers face the uncertainties of the market. Farmers never know how much their crops will be worth until they sell them, and often feel that they are at the mercy of large buyers who can -- and do -- dictate prices in an unfair manner. Government interference in many areas, such as environmental concerns and labor-hiring practices, are also seen as things that make farming more difficult and expensive.

On the other hand, farming has its good points. Despite the restrictions imposed by nature, the market, and the government, farmers are free to run their own operations and to be their own boss. The outdoor life appeals to many farmers, as does the seasonal nature of the work. Farmers often have more leisure time during winter months than do salaried wage earners. Also, many farmers simply enjoy the rural life, and find it a good atmosphere in which to raise a family.

Agriculture and Young People

Despite the efforts of some large corporations to begin large-scale corporate farming operations in southeastern Colorado, most local farmers feel that farming here will remain a family business. Farming, they say, demands the kind of dedication that only a small farmer can give, as this farmer says:

> A: The Gates Rubber Company came down, not quite into this area, but north of here, and bought land and were going to do the big corporate farming; you know, just own big amounts of ground and have big farm managers, and lots of equipment. They were a gigantic failure.
>
> Q: They did try?
>
> A: They set up, and they bought farming equipment, new tractors, bought the land and had their farm managers, and they all had pickups and two-way radios, the whole deal, and they lost enormous amounts of money.
>
> Q: Why did they fail?
>
> A: Many reasons. This farming just doesn't seem to lend itself to big corporate farming. In farming, like any other business, you have to pay attention to the little details on every field, and it's the farmer that lives on the land, lives there, who works and takes care of the water and puts in a lot of extra time and effort. Big corporations just can't demand that kind of dedication.

Still, the "small" farmer has been growing larger and larger. Because of the growing expense involved in farming, farms have been growing larger in order to make efficient use of expensive farm equipment. Some prosperous farmers have sent their children to colleges and universities, only to find that their children no longer want to continue farming. When these farmers retire, these farms are often bought and added to other, larger farms.

On the other hand, many young people today are interested in pursuing a rural farming life, away from the hustle and bustle of the city. For newcomers to farming, the road is difficult since farming is now such an expensive enterprise. It has been estimated by a Rocky Ford farmer that a 250-acre, average-size farm, together with equipment needed to farm, would cost at least $300,000 if, in fact, a local farm could be found for sale. Of this amount, around $50,000 would be needed in cash, and the rest could possibly by borrowed from a bank.

Even if a young person had the financial backing to begin farming, he would be faced with the fact that farming requires a great deal of knowledge and skill, and these can be gained to a great degree only through experience. A local farmer describes the experience of a young couple who came to Rocky Ford with the intention of becoming farmers.

> I know of one young couple that came here and bought about an 80-acre farm. They had relatives who were wealthy enough to finance it. They worked and they worked hard. They did a lot of the hand work themselves. And they were city people -- it really surprised me that they would do that sort of thing -- and they haven't been able to put it together. Even as much as they've pulled from their neighbors experience and everything else, it's just fighting an up-hill battle. They just didn't know how hard it was to grow something.

There are opportunities for young people in agriculture, but because of the cost involved in farming and the experience needed, the biggest opportunities seem to lie with those who have grown up in a farming family and have gained farming experience. Those young people most likely to have their own farm will probably inherit it, or marry into a farm family. For those with experience, opportunities do exist, as suggested by this local farmer:

Q: Could a young guy from between 20 and 30 who hadn't grown up here, come into town and start a business on his own without much trouble? Could he get into agriculture? Or aren't people breaking into it anymore?

A: Well, like any other business, it's highly competitive and takes somebody who has a little money or is willing to work, and work hard, and save his money to get a little foothold. Yeah, I think it could be done; it's done all the time. Right now I'm looking for that sort of guy, a young man that's wanting to work -- course I'm looking for a guy who's had a little experience in agriculture -- to work my farm, or a farm I have, and work him in on a profit sharing basis; a salary plus a percent; a bonus-type arrangement. It would be a good arrangement for a young fella. And there's others around like that, too. I think there's still opportunities for farmers.

Farming has always appealed to many Americans, young and old alike. It requires a great deal of determination and the realization that farmers seldom have high incomes. Opportunities for young people in agriculture do exist today, although entering into agriculture may be more difficult now than it was in the past. A Rocky Ford resident summarizes the costs and benefits of farming in this way:

> I think that people look at farmers the wrong way. They still look at the farmer as some guy with a straw sticking out of his mouth and overalls and some chickens and ducks running around and that kind of thing. Young people going into agriculture, yes, I think there is a lot of opportunity. It depends on which facet they go into. If they go into the actual farming of it, be prepared to spend long hours, hard hours, but you are outdoors in the clean air. If you want to go into the related industries, machinery, chemicals, fertilizer, then you can get an 8 to 5 job there and there is need for these kind of people.
>
> Talking about the opportunities for young people, I wouldn't want to deceive anybody into thinking, "hey, go get into agriculture because you are going to make a lot of money." I don't think so, particularily in the early years. The best thing you are going to get out of it is a way of life an peace of mind and I think a lot of young people are wanting this kind of thing.

Manufacturing

Like most jobs in and around Rocky Ford, jobs in manufacturing have traditionally been linked to agriculture. While some small manufacturing plants in Rocky Ford are not directly tied to farm products, the largest manufacturing firms still depend on agriculture. Nearly 15% of the work force in Rocky Ford and vicinity is involved in manufacturing. Some of these firms are small, employing fewer than ten workers. The larger firms, such as the sugar plant, Frozen Foods, Inc., and Truckweigh, Inc., employ more workers, and contribute substantially to the local economy.

The Sugar Factory

The sugar factory in Rocky Ford was the first large manufacturing industry to come to the area. At one time, there were seven sugar factories operating in the lower Arkansas Valley, processing the sugar beets grown by local farmers. Most have closed, due to economic pressures and a reduction in sugar-beet production in the area.

This has resulted in part from competition from foreign sources of sugar in Latin America and the Far East. Sugar from foreign countries is cheaper to produce than American sugar, and the price of sugar has been too low to keep many sugar factories in business in the United States. Sugar-beet processors have also been faced with competition from cane sugar grown in Hawaii and Puerto Rico. In addition, the volume of sugar beets grown in the lower Arkansas Valley has decreased over the past several decades as farmers began growing other crops. There simply were not enough sugar beets to support a large number of sugar factories in the area. Today, only the factories in Swink and in Rocky Ford are still in operation.

Built in 1900, Rocky Ford's sugar factory has provided a stable source of employment for residents in and around Rocky Ford, and today it has an annual payroll of $1.25 million. The factory is the single largest tax payer in Otero County, and provides income to local farmers, truckers, and others who are in one way or another involved with sugar production.

The factory is leased from American Crystal Sugar by a group of Colorado and Kansas farmers known as the Colo-Kan-Co-op. As important as the sugar factory is to the local economy, there is a chance that it may close down. The Colo-Kan-Co-op has an option to buy the factory in four years, and if this purchase is not made, the future of the factory is uncertain.

Sugar beets are brought to the factory in Rocky Ford by rail from Colorado and Kansas. In order to insure an adequate supply of sugar beets, the factory contracts with farmers for their sugar-beet crop. During 1974, 15,000 acres of sugar beets were contracted from Kansas farmers, and 9,000 from farmers in Colorado. Because of losses due to weather and disease, the company estimates that 10% of the acreage contracted each year will be lost. Depending on the size of the crop, the sugar-beet processing, which begins around October 1, lasts an average of 120 to 125 days, or roughly four months. The beets must be processed as soon as possible after they are harvested, since their sugar content tends to deteriorate over time. The need for prompt processing makes the sugar factory a seasonal business for many workers.

The factory employs a year-round staff of 70 to 100 men, whose job it is to perform maintenance and repair jobs at the plant and to carry out new construction. During the four month "campaign," however, the factory employs 200 to 300 additional workers. Many of these seasonal workers are farmers from throughout the lower Arkansas Valley who work in the factory to supplement their farm incomes.

Jobs in the sugar factory range from unskilled to semi-skilled jobs done by "station people," who oversee the machine operation of various stages of the manufacturing process, to highly skilled mechanics, electricians, and supervisors . Wages vary accordingly from $3.47 an hour for unskilled labor to $4.06 for semi-skilled and $6.74 for skilled workers. All workers except top supervisory employees belong to the American Federation of Sugar and Grain Millers.

The actual process of producing granulated sugar from sugar beets is a complicated one requiring sophisticated equipment. When the plant was first built, steam-driven belts supplied the power for the plant's operation. Today, power is supplied by the factory's own electric generator. Water, which is a problem for many food processing plants, is not used in large quantities by the factory, and, in an area where water is scarce, the sugar factory actually produces more water than it consumes.

For every ton of sugar beets processed, about 240 pounds of sugar are produced and packaged. The refined sugar is then shipped by truck to wholesalers throughout Colorado and parts of the mid-west. Because the factory buys local agricultural produce and employs local workers, it is an important source of income to the Rocky Ford area.

Good and Bad

The principle benefits from working at Rocky Ford's sugar factory are relatively high wages and associated union benefits. The seasonal nature of the work gives area farmers a chance to supplement their incomes during the fall and winter months when they are not engaged in farming. On the other hand, the seasonal nature of the work means that the factory can only supply a limited number of jobs year round. Workers who do not have full-time jobs at the factory cannot depend on the sugar factory for a steady income. In addition, the sugar factory is a hot, noisy , and smelly place to work, and although it is relatively clean, it provides working conditions that some people might find unpleasant.

The Sugar Factory and the Young

Because it offers a wide range of jobs, from unskilled to highly skilled, the sugar factory has job opportunities for young people with differing degrees of training. Some jobs, such as that of plant chemist, require a college degree. Others require skills that can be obtained at technical schools, such as Otero Junior College. Still others require little training at all. An important consideration with jobs at the sugar factory, however, is that union membership is required. Because of this, those workers with seniority, that is, those who have worked longest or belonged to the union longest, have first choice of job openings. Thus, young people must join the union and work their way up into good jobs. New job opportunities will be created only when older workers retire or if the factory expands, which will depend on events outside the Arkansas Valley.

Sugar and the Future

Like all industries, the sugar industry depends on adequate prices for its product in order to survive. When sugar prices are high, the factory can operate at a profit, and can afford to pay farmers enough to encourage them to continue raising sugar beets. If prices fall, then the sugar factory may be forced to shut down.

A complaint of sugar manufacturers is that sugar prices in the past have not risen at the same rate as other foods, and with higher costs of production facing them, many sugar manufacturers have not been able to make a profit. Only if sugar prices remain high, they say, will factories like Rcoky Ford's be able to continue in operation.

Unlike many products, sugar is linked tightly to government subsidies and quotas. The amount of sugar available to American consumers is carefully governed by quotas. Quotas are set for American beet sugar, mainland cane sugar and cane sugar from Hawaii, as well as for sugar coming from Puerto Rico and the Virgin Islands, and from foreign countries in Latin America and the Far East. The formulas for allocating the quotas in each area are determined by Congress, and the actual amount of sugar allowed for consumption each year is determined by the Secretary of Agriculture. Foreign sugar accounts for nearly half of the sugar sold in the United States each year. The federal government has traditionally had a policy of keeping quotas low on sugar imported into the United States, thus making sugar in the States more expensive. If these quotas were allowed to increase, sugar produced abroad would force down the price of sugar in this country, and many American sugar factories could no longer afford to operate.

In addition to the quota system that keeps sugar prices high, the federal government offers sugar-beet farmers an incentive in the form of subsidies. In 1972, Colorado sugar-beet farmers received $2.19 for each ton of sugar beets they produced; this subsidy was paid by the government in addition to the prices the farmers received from sugar factories. If subsidy payments were discontinued, some sugar-beet farmers might begin raising other crops instead. Thus, decisions made in the future in Washington about subsidies and sugar quotas will directly affect the sugar factory in Rocky Ford.

Frozen Foods, Inc.

In 1961, a group of Rocky Ford farmers and businessmen decided that the Rocky Ford area would be a good place to begin a frozen-foods plant, using local produce as much as possible. Today, Frozen Foods, Inc., is involved almost entirely with the freezing of onions, and supplies about 80% of all onions used in stew vegetable mixes, the pearl onions used in frozen vegetable combinations, and onions prepared in cream sauce. Onions frozen in the Rocky Ford plant are shipped to large numbers of packagers throughout the country who use the onions in their own products and market these products under their own names.

During the early summer, the plant uses its facilities for about two weeks to cool lettuce. Then, beginning around the first of June, the plant begins the processing of pearl, or coctail onions. For two months, until the end of July, the plant works three shifts around the clock. During the rest of the year, the number of employees is smaller, as the plant prepares stew onions and diced or cut-up onions.

The pearl onions used in the plant come from the Rocky Ford area and the Arkansas Valley, but the larger onions, from three to as much as eight inches, are shipped in from other areas as well. Onions are brought in from California, Idaho, and New Mexico, and from states as far away as Michigan and Oregon. After processing,the onions are packaged in 20, 40, or 50 pound boxes, or in 1150 or 1300 pound "totes," and are sent to their destinations, with nearly all being transported by truck.

Frozen Foods, Inc., has a year-around work force of from 60 to 80 people, and during the height of the pearl onion season, around 100 additional workers are hired. Wages range from $2.10 to $4.00 per hour, and total wages and salaries amount to around $500,000 per year. Skills required of workers vary, ranging from unskilled workers to well trained experts in refrigeration. A sample of job classifications includes the following:

Janitors
Machine Operators
Quality Control Inspectors
Fork Lift Operators
Refrigeration Unit Operators
Shipping and Receiving Staff
Plant Engineer
Maintenance Staff
Production Manager
Field Department Staff
Office Staff

Good and Bad

Frozen Foods, Inc., provides full-time employment for a sizable number of workers, and seasonal employment for a large number of local teachers and students during the summer months. Working conditions are good. Wages, however, are not as high for unskilled workers as they are in some other local manufacturing firms.

The Future of Frozen Foods and Young People

It is probable that Frozen Foods, Inc., will expand in the future, creating new jobs in the Rocky Ford area. One of the major impediments to expansion, however, is likely to be the availability of sewer and water facilities. Like most food processing plants, Frozen Foods uses a great deal of water and has a large volume of waste products. Water is scarce -- and expensive -- in Rocky Ford, and the local sewer system is already in need of improvements. Thus, the water and sewer situation may present problems for the expansion of Frozen Foods, and for other food processing plants that may wish to locate in Rocky Ford. If expansion does take place, new jobs will be created. For unskilled and semi-skilled workers, the greatest requirement for employment at the plant, according to the plant manager, seems to be simply that the worker be willing to give "a day's work for a day's pay." In the past, absenteeism has been a problem at the plant, although an incentive system rewarding good attendance seems to have solved this problem. Frozen Foods, as the plant manager says, is looking for dependable workers. Of course, those with skills will be in greater demand -- and be able to demand higher wages -- than those without skills.

Truckweigh, Inc.

Truckweigh, Inc., is a manufacturer of wire products, and although it produces some products used by farmers, it is not directly related to agriculture. In fact, Truckweigh located in Rocky Ford almost by accident. Several years ago, the firm's owner had purchased some new equipment for his plant in Oakland, California. At about the same time, a steel shortage appeared and he found it difficult to obtain the steel he needed to operate his factory. Colorado Fuel and Iron, a steel producer in Pueblo, told the owner that they could supply him with steel only if he were closer to their steel mill. As a result, the owner traveled throughout Colorado looking for a suitable building to house his equipment. After searching throughout the eastern slope, he found only one building that met his needs, and it was located in Rocky Ford.

Today, the Truckweigh factory in Rocky Ford buys hot rolled steel from Kansas City, using CF&I as a back-up supplier, and produces a wide variety of wire products, including barbed wire, baling wire, electric fence wire, and other wire products. The steel and finished wire products are shipped by truck, and the wire products are sold to retailers throughout nine western states.

Truckweigh, Inc., has a permanant work force of about 40 people, ranging from unskilled to highly skilled workers. Most of the work force is young, in the 19 to 25 year old age range. During the busy season in the spring, when agricultural demand for wire is highest, the number of employees grows to a little over 100, working three shifts. Wage rates range from \$3.50 to \$6.50 an hour. Truckweigh has found that while unskilled labor may be cheaper in Rocky Ford than in big industrial centers, skilled labor is just as expensive here as in Denver. The annual payroll at the plant is around \$600,000.

Truckweigh and the Future

Truckweigh's owner has met some special problems in Rocky Ford. First, since Rocky Ford is far from an industrial center, replacement parts for machinery repairs are often difficult to obtain, and special items can often be obtained only from Denver, causing a costly delay in production. Second, Truckweigh's owner has found that many workers in Rocky Ford are agriculturally rather than industrially minded, as this story suggests:

> We had a guy here drawing wire who had been here about a month. One day I walked by the drawing machine and it was all shut down. I said, "Where did the wire drawer go?" The utility man said, "He went downtown to get a couple of beers." Pretty soon he came back and started up the machine. Well, he had been used to driving a tractor for some farmer, and if it was a hot day, he was used to hopping in his car and going downtown to get a couple of beers.

These agricultural habits, the owner says, can be changed into the kind of work habits needed for industrial work, but patience is often required.

Truckweigh has plans for expansion and , if it does, some new jobs will be created for Rocky Ford's young people.

Services

The manufacturing firms mentioned here provide only a sample of all firms in and around Rocky Ford, although they are among the largest. All manufacturing firms in the Rocky Ford area, when added to agriculture, comprise the industries primarily responsible for bringing money into the area. These are, in effect, the "export industries," and, as explained earlier, their growth or decline will determine whether Rocky Ford becomes more or less prosperous in the years ahead. Important as these industries are, together they provide only about one-in-four jobs in the Rocky Ford area. On the other hand, nearly half of the jobs in Rocky Ford are related to wholesale and retail trade, and in professional and personal services. The service sector of Rocky Ford is the single largest employment category, and includes doctors, lawyers, teachers, health workers, hotel and motel workers, barbers and beauticians, and all those who produce services, rather than physical goods.

Closely related to the service industry is the financial or banking industry. This industry provides the financial resources needed in any economy. Individuals and families need short-term loans to buy cars and household appliances, and long-term loans to buy houses. Farmers and businessmen of all kinds need business loans to meet their own short-term needs and long-term investment plans. Thus, farmers may need short-term loans to pay for field labor, repaying these loans after they have sold their crops. Longer-term loans may be needed to buy new buildings or farm equipment.

In Rocky Ford, different banks and financial institutions serve different functions. Commercial banks, such as the Rocky Ford National Bank, the Empire State Bank, and the First Industrial Bank of Rocky Ford, make loans primarily to farmers and buisnesses, and short-term loans to individuals for things such as cars. Rocky Ford Federal Savings and Loan Association makes long-term loans, primarily to home buyers. Finally, the Rocky Ford Federal Credit Union makes small, personal loans to members.

Financial resources are necessary if a community is to prosper. One local resident summarizes the financial resources available in Rocky Ford:

> I am talking about Otero County. There is a lot of money there. And then there are our bank deposits. Rocky Ford National has gone from $3 million to $8 million, the Empire over here has gone from about $1.5 million to $4 million, Rocky Ford Federal has gone from $1 million to $9 million, and our industrial bank here is the fastest growing industrial bank in the state of Colorado. There's lots of money around. The farmers have had excellent years the last three years, they have paid off, and they have done very well. The ranchers have gone down a little bit, but that's more talk than fact. Business is good.

Especially important to the economic welfare of a community is the commercial bank. A local banker describes how this bank serves the community:

> The function of this bank is as basic as any other bank: we endeavor to serve the community in any way that we can. Our basic services, I suppose, are mostly agriculture- and production- type loans. The reasons that this more-or-less turns out to be this way is that we have Savings and Loan Associations that are more interested in long-term loans: homes, buildings, real estate and that type of thing. We prefer to stay in what you would call production-type loans where we take care of the farmers and the ranchers and the local businesses -- more of the short-term type credit.

For anyone planning on entering business, or expanding an existing one, bankers suggest that they have a talk with bank officials. Bankers usually have a grasp of the economic realities in a community, and are willing to give advice about new ventures. A local banker expresses this attitude in this way:

> This is the thing you should teach young people: go to your banker, he is going to be honest with you. He probably knows more about what is going on in that community than most poeple do. You come in and say I want to start a business, I want to do this and that. (Well, granted there are some real stick-in-the-muds as bankers but then there are some real stick-in-the-muds in everything.) He would probably be more honest with you. Where do you go to find out where to borrow money? It is my opinion that the first place to go would be the bank and discuss it with him. Go to the place where you deposit your money and say, "What do you think?"

Yet, while bankers may be willing to give advice, they may be reluctant to loan money. A loan requires not only a promise to repay, but some kind of collateral to ensure payment. For this reason, many young people, and people in low-income brackets, are unable to get loans to start businesses, since they have very little of their own money to invest. In cases such as these, bankers are often reluctant to risk the savings of others on the uncertain future of a new business. A local banker describes this problem:

> I think this is one of the problems of young people today, they don't know the value of sweat and blood and tears and deprevation. Not because you want to but because you have to. So it is when people come in and say, "Hey, my name is Jones, my name is Gonzales, I'm black, I'm white, I'm something else, I need a loan." I had two young fellows in here today wanting to borrow 100% to buy a business. Why? "Because we want to buy a business," "What have you got to put into it?" "Nothing." Then how do I turn around to the comptrollers office? How do I turn around to my board of directors? How do I turn around to our grandfather Fred, who spent his whole life grubbing out a stinking living out here on a little piece of ground and he has entrusted that money to me and he says you can use it but by golly when I want it, give it back to me. How do I say to Fred, "Guess what? I just loaned all of your money to two young dudes over here who don't know what the heck they are doing but they say they are going to start a business." If it were your money, how would you feel? People have to have more of an understanding of what a bank's position is. It is not that we don't like your color or your name or give a darn -- we have a tremendous problem in keeping the quality of our loan portfolio up, we have got to keep it good. We have people here all the time looking over our shoulders saying, "This is good, this is good, wait a minute, this is bad. Throw it out or else charge off part of it." We try to have the community's interest at heart. Being a banker is kind of like being a parent. A parent to the parents you might say. A banker's duty is like a parent's. Sometimes you have got to say no and sometimes they don't like it and they go out of here saying why that dirty, rotten, so-and-so, right when I needed him the most, he gave me the least. Well, he has probably given you the most, really, you just don't realize it.

Most commercial loans made by banks in Rocky Ford go to established businessmen or farmers, and between 85% to 90% are agriculture-related. For this reason, it is not surprising that many low-income individuals feel resentful and left out of Rocky Ford's financial life. One low-income resident expresses his feelings in this way:

> Q: What is it like for people who try to borrow money to get established on their own here?
>
> A: You have got to be joking. You can buy furniture and cars and things, that is how much money you can borrow. Let's

> say you are going to go into a big farming thing and want to borrow money for a big farm. Forget it. It just doesn't work out. Anybody that has a good house here that is from the low-income brackets, they get their money through FHA and that is it. That is the only kind of money that is coming in for low-income people.

Q: You can't do it through the banks?

A: No way. None at all.

To people like these, the facts of financial life seem to be that the only way to have access to borrowed money is to have money or property in the first place. The response of a local banker to someone who wants to borrow money is likely to be, "Save some of your own money first, then come see me."

Another option for borrowers in Rocky Ford is the local credit union, although the credit union usually makes loans for relatively small purchases, such as cars and home appliances. Membership in the credit union is obtained by depositing $5.00 and members who meet certain eligibility requirements can then borrow from the credit union. Members elect the officers of the credit union, and share in the profits. The credit union often makes small loans which banks are unwilling to handle. A local credit union official expresses its purpose in this way: "The purpose of the credit union is to help people learn thrift, to save money and to borrow their own back at a low rate of interest."

Taken together, the financial institutions of Rocky Ford supply the financial resources needed for a healthy economy.

Current Issues:
Migrant Labor

Agriculture in the Arkansas Valley has traditionally depended heavily on hand or field labor in the growing and harvesting of crops. The first migrant workers in the Rocky Ford area were Spanish-surnamed men from New Mexico. Later, Mexican nationals became an important part of the migrant work force until several years ago, when legislation at the federal level cut off the legal entry of Mexicans into the United States as seasonal field laborers. Most of the Spanish-surnamed people now living in Rocky Ford were once part of the seasonal work force, although today only about 11% of the Spanish-surnamed work force is engaged in farm labor. The migrants who come to the Arkansas Valley every year number around 2,000 and are primarily from Texas. A Rocky Ford resident describes the way of life of these Spanish-surnamed migrant families:

Q: Where do they tend to go?

A: They go wherever the work is. They have a labor boss and he takes them in trucks and they just follow the seasons. They even to go California. I think that they just finished Alamosa or they are still there on the potatoe season. I know they are going to start in Lovington pretty soon on the onions, probably next week. Then they will be moving over here about the last of August for onions.

Q: So they are only here a small part of the year?

A: They would be here from August 'til it freezes, like October.

Q: Do you have any idea about the numbers of people that come in for those few months?

A: I would say around 50 or 60 families.

Q: Do they travel as families?

A: Yes.

Q: Then where will they go?

A: Usually the boss has places for them to live scattered throughout the community, not in one place. They find

> homes like Plaza Nueva for example. They have so many units set aside for the migrant workers.

Many of the migrant workers cannot speak English, yet the general feeling around Rocky Ford is that they make an extra effort to overcome the language barrier, as this local employer suggests:

> Due to the fact that there is a language barrier or whatever you call it, I think that the migrants are more observant than our local people. The Mexican will watch and pick it up faster than anybody else due to the fact that he can't understand you. He is very observant and once he gets on to it you can be sure that it will be done just that way because he wants his job and if you treat him like a human being then they will be good to you.

The hourly wages of migrant workers are not high -- averaging from $1.80 to $3.30, depending on the job and the skill required, though many migrants prefer to work on a piece-rate basis. When families are large, this can result in substantial family incomes, as this local Spanish-surnamed individual suggests:

> Q: What do you think life is like for the migrants these days?
>
> A: I think it is a wonderful life. They are happy people. I see them every year and I was raised among them, I was a migrant myself. I was raised in a beet field, and I come in contact with a lot of them and they are happy people. Let me tell you something. This friend of mine, he went north to Minnesota and he won't stay two months and, there are nine workers in his family now. He will bring back something like $12,000 in less than two months. Working in beets only,because that is all he does.
>
> Q: How does he get so much money?
>
> A: This is the "plight" of the migrant, mind you. I laugh at these people who say this is the "plight of the migrant." Go down to Texas and he has a beautiful home. He bought 25 acres right off the expressway and he is sending all of his kids to the university there in South Texas. He made it working the fields. He has a nice home.
>
> Q: When you are talking about that kind of money, you are talking about total family income?
>
> A: Yes, the total family. I am not talking about an individual. I am talking about the nine workers in less than 2 months making $12,000. Some families have got kids that have gotten married and they are still with the family. They

> get paid their fair share but it is still family groups. This is why I way the "plight" isn't that bad.

Even though some large families are able to earn substantial incomes, most migrant workers do not. In recent years, the number of migrant workers in the Arkansas Valley has decreased -- from about 2,500 in 1970 to below 2,000 in 1973 -- partly as a result of government programs to train migrants in other jobs. As a result of the decrease in migration — or perhaps its cause -- has been a decline in the size of migrant families:

> Q: Can you say how the migrant pattern has changed in terms of either where they are coming from or the actual numbers? Can you say if it has increased or decreased?
>
> A: It has decreased. The thing with the migrants now, is the younger people -- you can talk them into what we call "pulling them out of the stream" into making a home here in Colorado. They usually come from Texas. Some come from Florida and some from California and New Mexico but most come from Texas. The younger people now aren't having as many children as the older people use to. My family, for example, we were ten. Now you find families that have two or three kids at the most.

As the family size has decreased, migrants no longer have the large families which made migrant family incomes higher. Also, migrants are being urged to settle down and find other full-time, better-paying jobs. One Spanish-surnamed resident summarizes:

> Q: So people tend to settle down more, rather than to migrate?
>
> A: Yes, I think they do. I think that the younger people are settling down more. There are so many programs that let the husband go to school, and they are really interested in that, so I think we are kind of making the numbers less, which in a way is good for them.

The migrant-labor source became smaller, largely because of government regulations restricting the legal entry of Mexican migrants into the country, and partly because of the decline in American migrants. This situation had a direct impact on Rocky Ford. Farmers found that their labor source had been restricted, and that local field labor was not available:

> Q: When the legal source of Mexican labor dried up, did this affect relations in the community?
>
> A: I think so. The people of the community wanted the unemployed Spanish-surnamed to go to work for them and produce the same

> as the guy who came from Old Mexico -- to do that kind of work for that kind of money. They were not going to do it.
>
> Q: So the expectation of the local farmers was not met because the resident Spanish-surnamed people would not do that kind of work?
>
> A: They would do it, but not for that kind of money. Their economic situation, their lifestyle, their structure was not that low, nor should it have been that low.
>
> Q: So what was the outcome then?
>
> A: Farmers went from the cantaloupes and tomatoes, and the cucumbers to things that do not require that type of labor.

As the image of the migrant worker has deteriorated in today's work force, with its emphasis on blue-collar and white-collar work, more young people in Rocky Ford have found it undesirable. This has added to the shortage of available labor, as one resident notes:

> Individuals with big families, 12 and 15 kids, and the father has come into the station crying because they cannot get their kids to go out like they used to. This used to be a big bulk of our labor force here, where whole families from the little five year olds clear up to mom and dad and they would go out and hoe fields, pick melons and so on. Now they can't get the kids to go out in the fields and work, and it is creating an economic burden on the father as the head of the house to try to support this large group of kids.
>
> I guess they have an image of manual labor as something disgraceful. Their parents saw no disgrace and their older brothers and sisters saw no disgrace to coming in sweating and dirty and tired, but there is a stigma now that has been attached to that. Where it came from, whether it was Corky Gonzales that has made them feel that it is something beneath them or whether they are a lazy bunch, I don't know.

As could be expected, some local farmers have reacted with bitterness to the factors that have reduced the labor supply they need in order to cultivate and harvest their crops. One area farmer expresses his feelings in this way:

> A: There's so many people, and we call them do-gooders, that come down from the cities and around, that are always wanting to try and improve our situation, and looking at the migrants and seeing the plight of the migrants, their problems,and then they're back talking about the situation and wanting to change the laws and wanting to talk the people into doing better, and striking, and all sorts of things

> like that. It makes it hard to get agricultural labor -- and it is tough work. It's out in the sunshine and most of it is stoop labor, but there's a lot of satisfaction in it, too. They can take the families out and the whole family can work -- you know,the little kids and so forth, so it's not really too bad a job, but the people keep...
>
> Q: Who are the do-gooders, for example?
>
> A: Church groups, for one thing. I'm certainly not opposed to church groups who are trying to improve the plight of people, but a lot of them are church groups -- and all these different programs that the government has. There's a hundred programs where these people can do studies and surveys and so forth, and then they've got these programs for taking people off these low-paying jobs and try to improve them, like this WIN program. Work Incentive Program -- you know, they go out and tell them now you shouldn't be doing this, you shouldn't be working in the field, you ought to be a tradesman, you could learn to be a plumber, you could be making twelve or fifteen dollars an hour. We'll put you in school and in four years you'll come out as a plumber. Of course, they can't read or write, a lot of them, so they have to start with reading and writing; takes them about six years to learn that, and a lot of them have it figured out to where they can stay in those programs until they're sixty-five and then retire. We lose people all the time to these programs, and the welfare program.

Yet, it is understandable why many Spanish-surnamed young people do not wish to pursue migrant farm labor. Field labor has come to be regarded by many Americans as work that does not command respect, and field workers have been looked down upon as the least respectable of all manual laborers. Migrant workers, like other Americans, have begun to believe in the American Dream, and hope that their children will have better lives, and have more respectable and better paying jobs, than they had. Another area farmer who hires hand labor expresses the dilemma in this way:

> Stoop labor, did you ever try it? It is not much fun. So consequently it is always going to be on the bottom of the list as far as what it is worth. It is always going to be on the bottom as far as people looking for work because from the time that those kids are born here in this community, I, and everybody else preaches at them to better themselves, to get ahead, don't do stoop labor. Our school system, everything, our whole education process is bent toward upgrading oneself, isn't it? Well, if that is on the bottom of the pole then we are going to want to get away from it or our education process would be completely failing, which it isn't.

Many Spanish-surnamed people are turning to other kinds of work, or would like to. The following statement of a local Spanish-surnamed woman expresses the feelings of many who are engaged in farm labor, but who do not own their own farms:

> Q: Do many of the Mexican-Americans who live in Rocky Ford work as farm laborers?
>
> A: Most of them do. I think they want better jobs. Like my husband, I think he is pretty tired of farming, seven days a week. We don't get a chance to go — say we want to go somewhere and take my kids, go to Denver, we don't have much of a chance to do that. He gets Sundays off but that is not much of a day. When the crop comes in he will be coming in at ten or eleven at night, they put in long hours. He wishes he could get a job where he could work five days a week and get good money.

Rocky Ford's Economic Future

Many people feel that economic growth is needed in Rocky Ford if it is to prosper, and if job opportunities are to be made available for Rocky Ford's young people. In order for the community to grow, new "export" industries will have to come to the area, bringing in money and providing new jobs within the new industries themselves, and within the other local businesses, such as the service industries, that serve a growing population.

The need for new industries will be especially important in the next several years, since some presently existing jobs will be eliminated. The scheduled reduction in employment at the Pueblo Army Depot, which employs around 60 Rocky Ford workers, could have a serious impact on the community. Rocky Ford Manufacturing Co., during the one year of its operations in Rocky Ford,employed about 150 workers in its garment factory. The firm has left Rocky Ford, and the garment manufacturing firm that replaced it has only about one-fifth as many employees. American Crystal Sugar's research operation, employing about a dozen workers, will be moving to Minnesota in the next few years. Unless these cuts in employment are somehow offset by new job openings in Rocky Ford, the economic situation for young and old alike will deteriorate.

Fortunately, efforts are being made to attract new industries to Rocky Ford and Otero County. The Rocky Ford Chamber of Commerce is active in recruiting new industries, as is the Otero Economic Development Commission (OEDC). Since January 1, 1975, the OEDC has contacted more than 300 firms about moving to the area, and of these, 18 firms have shown interest in the area. Some of these efforts have resulted in temporary -- and unusual -- booms to the local economies of Otero County communities, such as the filming of moving here, as reported by an OEDC official:

> A lot of people may not realize the full value of this, but when we were strictly a La Junta group we were successful in getting two movie companies to come in here and film movies. We filmed Badlands in this area. More of it was filmed in the Rocky Ford area, probably, than in the La Junta area. Then we had Mr. Majestic, which was with Charles Bronson, and most of that was filmed in Manzanola and the

> watermelon fields north of Manzanola. So that helped this part of the country. We have had three movie companies that have been in the area within the last 30 days to look at the area as a place to film either new T.V. series or complete, full-length movies and this is another phase of economic development because of the first movie that came in, Badlands. We estimated that it dropped about fifty thousand dollars in the community for supplying goods, salaries, things like that.
>
> Q: This went on for how long?
>
> A: About 30 days. Now Mr. Majestic -- we can almost confirm this -- left seven hundred and fifty thousand dollars in the community in a period of about six weeks.

Another example of economic development, if even for a few days, has been linked to the Arkansas Valley Fair, as an OEDC representative describes:

> A: All of these Bighorn Camper people have got a big chapter in Denver and are made up of 300 families and they all own these Bighorn Campers. Once a year they go out and take a trip to some community. Well, they picked Rocky Ford as the one to come to this year and the Arkansas Valley Fair. So they called in here the other day and wanted to know what arrangements they could make to park their trailers. So we are working with them to bring them down here for the Arkansas Valley Fair. This is economic development.
>
> Q: How did they know to come to you?
>
> A: The person that they contacted just knew that I was in this type of work. He happens to live right across the alley from the fellow I worked with years ago. So he called me and I said fine and I'll set it up for you. I got hold of the city administrator here and we worked out a deal about where to park them. The fellow was down here last Saturday then we met with Ken and went out to the fairgrounds and got it all straightened out and so they are ready to go. So you take 150 campers and they average three persons per camper, that is 450 people. So 450 people stay two days and even if they only spend $10.00 per person per day, this is $4,500 a day and that adds up pretty quick. They will do that because they are going to buy a tank of gas and a few watermelons and spending money over at the fairgrounds and it starts multiplying. So these are some of the avenues that we work on.

Yet real economic development requires industries that will remain in a community year round supplying jobs and income to the local residents. In 1974, a survey was conducted to determine the important characteristics that rural communities must have to make them attractive to manufacturers.

The report, Industrial Development in Rural Colorado, arrived at the following conclusions. The three most important reasons manufacturers give for locating a new business in a particular community are: (1) the supply of workers available; (2) the presence of transportation facilities; and (3) the distance to input materials. The exceptions were food and wood processing businesses who listed five major considerations: (1) available supply of workers; (2) transportation facilities; (3) distance to input materials; (4) distance to customers; and (5) water supply.

There is one question that must be answered,so far as economic growth in Rocky Ford is concerned: Does Rocky Ford have the qualities needed by manufacturers? Taken one by one, it appears that some important characteristics are present in Rocky Ford, but that others are lacking, at least to some extent.

First, Rocky Ford seems to have an adequate supply of labor that could be trained for manufacturing work. In fact, the low wages in the area, combined with the lack of strong union activity, might make Rocky Ford attractive to new firms, as this statement suggests:

> Well,here in the last few years, we've had a couple of new industries come in. Those people come down here and see that we're only paying the minimum wage, $2.00 an hour, and giving them an inside job, airconditioned and so forth, and that's better for us than paying the $3.00 to $3.50 we have to pay in California -- better than Denver, in some places -- and so I see some of that going on already.

In fact, recent experiences of manufacturing firms now in the area, such as La Junta's Nibco plant, which produces valves and pipe fittings, show that the labor force around Rocky Ford can adjust to factory work.

> A: I think there is going to be enough emphasis in the next few years on environmental control, on smog control and all of this to where people are going to try to make an out-migration from these metropolitan areas, to where areas like La Junta and Rocky Ford are going to be appealing for the small manufacturer who wants to get his family out of that type of living and be able to live in a clean, open-air, respected neighborhood. This is truely going to be to our advantage. I think that the open space is one of the best advantages we have. We have a good labor force as compared to the urban areas. We have an agricultural-oriented labor force that is used to hard work and wants to work.

Q: Will they transfer to being inside and assemblying parts? Is that really giving them the kind of satisfaction?

A: It sure is. The best story on that is Nibco. Nibco, at this plant, has the highest production per man hour of any of their eight plants throughout the world. They attribute that to the labor market. All these fellows -- the greater majority of them were raised here -- they are farm people. A lot of them are on small farms and now where the cost of buying equipment and all has put them out of business as far as farming, but they don't want to give up that type of living so they will work for Nibco. They are used to working hard, long hours on the farm, where the fellow in the urban area who grew up in this urban area, he is used to doing only what he has to when he has to. These people here will work a dollars worth of work for a dollar and this is what Nibco attributes their success to. We have the space and we have the clean air, we have a good labor force and I think these things are going to be utilized by the industrial people.

Even if a community has a labor force available for factory work, transportation networks are essential if new manufacturing firms are to be attracted to a community. An example of the limitations that an inadequate transportation network might impose on Rocky Ford is suggested here:

A: Highways are another thing that we work on. In fact, we are working very hard to get a four-land highway throughout Otero County. We want Highway 50 to be four-lane from this dead end up here at Manzanola now on in to Fowler and clear out to the county line because in the last couple of years we have lost two industries that would have moved here if we had a four-lane highway.

Q: Because of big trucking?

A: Because of the mobile industry. They have these 12' x 12' wides and they are going to 14' wides and they couldn't move them on these smaller highways and they had to get in on the interstate highway system. So the nearest interstate highway is Pueblo. So if we would have had a four-lane highway through here I know of two industries that would have definitely located here.

An improved highway system would make Rocky Ford more attractive to new firms, and a proposed new rail line would help as well.

Naturally a lot of things go into industrial development. You want to have good highways, we want to have a good rail system. Of course we have a good rail system now. In the line of rail systems, we are working with Amtrack on this new extension that is coming through that will traverse the entire county. Right now your Amtrak comes

> out of Chicago and goes into La Junta and runs into Trinidad. The Secretary of Transportation last year authorized a new route, which the Secretary can — one new route a year on the Amtrak system. That new route comes from Washington, D.C., into St. Louis, into Kansas City, and into La Junta. Then it goes into Pueblo, Colorado Springs and into Denver to make it a Washington, D.C. - Denver route. This will help Otero County because it will put Amtrak through Rocky Ford and Fowler and Pueblo. It will mean more crews running those trains that will be staying in Otero County, so this is another facet of it. Again, this helps industrial development because a lot of those people want to know what transportation facilities are available. Since we don't have an active airport here with scheduled air service, Amtrak can supply a missing link on personal transportation in and out of the area.

As the survey mentioned above indicates, an important consideration for a manufacturer moving into a new community is the distance to input materials. In fact, it was this consideration that brought Truckweigh to Rocky Ford. For food processors, such as Frozen Foods and the sugar factory, the availability of agricultural products is especially important. In some ways, the lower Araknsas Valley would be an ideal location for food processing plants, located as it is in a fertile farming area. A local farmer and businessman expresses this idea in the following statement:

> I think we have got to face the fact that we're an agriculture community — it's agriculture oriented, and it's got to be — everything should be generally based on what can be produced here or produced on the land and processed here, and that is why I think an industry like at Frozen Foods, just lends itself to this area.

Yet, as attractive as Rocky Ford may seem to manufacturers in many respects, there is one resource in the community that, because of its short supply, may pose severe limitations to development in the area, especially in the area of food processing. That resource, of course, is water. Its limited availability makes Rocky Ford water expensive, and new water projects, which once held promise of more water for the lower Arkansas Valley, so far turned out to be disappointing. A local farmer describes the water problem in this way:

A: We wait for the spring melt to come down, and phht! it's all gone. We've got lots of water today, and have had for the last 20 to 30 days, but before that we didn't have any. And it'll run out here about the middle of August, and we'll be bone dry, just burnt up. Which is silly.

Q: It's incredible. Is anything being done about that?

A: We all got behind this Fryingpan Arkansas project; you know the Pueblo Dam and all that up there, and that was supposed to be the answer for this thing, and the irrigation needs were supposed to come first, to protect the valley, but what did come first was boating, and recreation. That 30,000 acre feet of water up there? It's impounded for recreation, boating and fishing purposes only. All spring we were burning up, and they weren't releasing any of that water for agriculture. It was all to be used for recreation.

Q: Are they planning to fill it up further?

A: Well, beyond that, if there's a flood -- they don't have any flood rights now -- and the flood waters are to go on down the Arkansas down to this John Martin Dam, which is located down here about 40 miles from Kansas, and in this hot air part down there, in a big mudhole where water seeps and it all seeps out and doesn't do anybody any good then. So it's really a poor system we have down here in the valley.

Water poses a problem for industrial development in factories requiring a great deal of water, just as it poses a limitation to expand irrigation for agriculture:

> So that's the one thing that limits the growth of the valley, and limits the agriculture. This other problem as far as labor and shortage of fertilizers, fuel, or markets and all this other, it's really secondary to the availability of water. The weather is something that could be better as far as agriculture is concerned.

Some industries do not require many natural resources, or community facilities. For this reason, they are often called "footloose industries," since they can locate almost anywhere. Industries such as these are the IBM plant in Boulder and the Kodak plant in Loveland, Colorado. These kinds of industries depend more on the availability of highly skilled human resources than on natural resources, and thus might be attracted to the Rocky Ford area. However, most footloose industries are interested in finding a plant location in a town near a center of higher learning, one that has the social amenities, such as cultural events and leisure time activities, that will appeal to the employees they bring into a community. Rocky Ford is simply too small to have the kinds of social amenities that would make it attractive to most "footloose industries."

The future of Rocky Ford's economy will depend largely on the success of state and local groups in attracting new industry to the area, as well as the ability of the community to supply industrial needs such as water and sewer facilities. Some residents feel that development is inevitable, and that Rocky Ford must be prepared for it when it comes, as this comment suggests:

> I believe that Rocky Ford should not remain an agricultural community. I think that if it does that it is just walking backward toward its own future. I think that development is going to take place in this area whether we want it to or not and I believe that we should be alert enough to take part in this development because if we don't, outside forces are going to go for us and those outside forces are not going to be as concerned about what occurs here as we would be for the long-term plan.

Yet most Rocky Ford residents seem to feel that large-scale development is not an immediate threat. Rather, limited growth is something to be sought after. A representative of the OEDC summarizes the feelings of most Rocky Ford residents when he says:

> A group like the one I am working for, I think,has the attitude that we are not after a metropolis. We don't want to lose this open air, this bright sunshine, this ease of going back and forth. We don't want to lose that, but we wnat to keep enough activity coming where, on the economic scale, we keep up with the trend.

The Economic Future of Rocky Ford's Youth

The population statistics given earlier presented a picture that can be confirmed by talking to Rocky Ford residents, namely, that Rocky Ford's young people are leaving the community to look for jobs in other towns and cities. There are several reasons for this. First and foremost is the lack of good job opportunities in Rocky Ford. Many jobs in agriculture and manufacturing are of the seasonal nature, and offer little or no job security. In addition, there is a mounting pressure for some segments of the Spanish-surnamed population to leave the traditional jobs in agriculture, which some feel have no future and are lacking in dignity.

Still other young people want more excitement than a small town can offer. One resident discribes life in Rocky Ford in this way:

> There is not a great deal of movement like there is in a metropolitan area. We are a pretty stable population and economy without the ups and downs. You don't get as rich here as many people in a metropolitan area, but when things get tough and tight you don't get down as low as Colorado Springs or Denver does. Things don't get as tight. People can still make a decent living here, most people. It is not a spectacular living but the cost of living is not as high here.

Yet this picture of a relatively stable rural community is not shared by all. Another view of the community is one that pictures few recreational opportunities, substantial poverty, and a lack of jobs for the young.

> Our picture show's open here in the winter, but there's no skating rinks and there's no skiing and there's just basically no recreation, and we are economically poor in this community. There are 25,000 people in our county and 4,000 are on food stamps, so we have a very, very large welfare contingent. Wages are small, jobs are few, we are an agriculturally oriented community where we have about 12% agriculture compared to the national average of something like 8%. There are no jobs for young kids that would pay them anything comparable to what they get elsewhere, so our youth are going elsewhere; our taxes are generally higher than they are anywhere else because there are fewer people supporting costs of the government operations; so you put that all together and you have to look at it from an economic standpoint.

For some, going away to college provides a look at other places, and many young people do not return to Rocky Ford. About one-third of Rocky Ford's high school graduates go on to some form of higher education, although about half of these go no farther than La Junta's Otero Junior College. For many who stay, Rocky Ford appears to have few opportunities for advancement. These sentiments seem to be especially felt by Spanish-surnamed young people, one of whom describes his feelings about the Spanish-surnamed in Rocky Ford's economy in this way:

> We depend a lot upon the sugar factory. We know anytime the crop season comes around the company picks up and we know whatever little construction is done is done more in the summer months than the winter months at the factory. I think most of our work force is the factory, and then, of course, nobody has any land of their own. I think it's just day-to-day existence. Not all that thinking that you are going to be rich, I don't think anybody feels that way. There's no way that it can happen.

Spanish-surnamed young people have traditionally entered the armed forces in greater proportions that their Anglo counterparts. For many, Rocky Ford does not provide the opportunities they hope to find elsewhere:

> A: I guess most of the teenagers that do graduate or dropout of school either join the service or move to another community because of your low wages.
>
> Q: Is joining the military that big a thing for the teenagers?
>
> A: For Mexican-Americans, it is what they do. That could be because they aren't aware of another way. Like going to college through programs. Getting financial aide. The situation at home and the community might be so bad that that is the only quick solution to it.

Caught between the prospects of seasonal work at low pay in Rocky Ford, and the hope -- however uncertain -- that jobs "somewhere else" will be better paying and easier to find,many young people from Rocky Ford decide to try their luck elsewhere. Some have met with success, and some with failure. Many have found that moving to a city is no automatic solution to their problems in finding interesting jobs at good wages. Some have realized that city life, though different from a rural life, is not always better.

The Political System

The political system of any community is a complex web of relationships involving citizens and officals from all levels of government: local, county, regional, state, and federal. In analyzing the political system of Rocky Ford we are concerned primarily with understanding how the community makes and carries out decisions. These decisions revolve around what people in the community want from or demand of their government and how their government responds to these. What makes this difficult, however, is that a political system really isn't something concrete that we can look at and take apart. Instead, it is a process: the way in which problems are recognized and solved, the way in which a community plans for its future, the way in which people get involved in their community. What we can see of Rocky Ford's political system, namely the structure of the city's government, is therefore only part of the entire system. What we want to know is: Who are the people in government? How did they get there? Why were they chosen rather than someone else? What do they do? What do various citizen's want from their city? Why? Which of these demands will be met by the government? Who will make these decisions? The answers to these questions are what politics is all about, and they are tough questions. In the case of Rocky Ford, we may not have all the answers but these questions will help define Rocky Ford's political system.

Why Should People Care?

Understanding the political system of one's community is important simply because it directly effects the life of every one of us. The amount of taxes we pay, the quality of our streets and our schools, our protection from criminals, what happens if a house catches on fire, all of these things and many others are determined by a community's political system. To help the system run smoothly, people need to know who is responsible for what and how things can be changed. This is particularly important because a political system can only be as good as the people who run it.

Why There is a Political System

At one time or another, all of us might have wished that we could fire all the government officials, do away with taxes, and live our lives in peace and quiet, but we can't. As we have seen in the preceeding section on economics, we are dependant on one another for various goods and services. At the same time, however, as individuals, we hold differing opinions, beliefs, and attitudes. And, what we want of our government will be different. Thus, we need some way of balancing our interdependence with our conflicting demands. In Rocky Ford, for example, the increasing number of loose dogs began to concern some of the town's residents; they felt that dogs should be kept leashed. Other residents felt that loose dogs were harmless and saw no reason for the city to interfere in this matter. To solve the conflict, the city put the question to a vote, the measure passed, and Rocky Ford now has a law regarding the control of dogs. This small incident illustrates one way in which a community's political system integrates the demands of its various residents. Through this system, conflicting demands can be reconciled, and the things that residents want can be translated into laws or governmental projects. Over time, a city will develop a series of ordinances (laws), it will provide services such as water taps, garbage collection or street cleaning, and it will build special facilities, such as parks, playgrounds, or libraries, all in response to what its citizens want.

In addition to responding to the demands of its residents, a community's political system represents the community in regional negotiations. Imagine what would happen, for example, if the city of Pueblo decided that it could use as much water from the Arkansas River as it pleased without concern for the quality of the water leaving the city. Obviously, Rocky Ford and the other communities downstream of Pueblo would suffer: they might have less water for their own use and it would be more polluted. If all the cities and towns along the Arkansas River took the same attitude, the water would be unfit for use by the time the river passed by Dodge City or Witchita. While there are larger political entities, such as county and state governments, to mediate between different communities, it is the task of the community political system to see that the community's interests aren't neglected by these large entities.

How the System Works

All of us are directly involved in our community's political system in two basic ways: (1) through the taxes we pay, and (2) through our power to vote. Concerning the first, a city needs money if it is to provide the services the residents want. Although city's have a number of revenue sources, the primary source is in the form of taxes. Most of the tax money collected each year is spent on keeping the city running: paying salaries, paying for existing services, maintaining existing equipment, and so on. If the government faces a new and especially large expense, it may ask the citizens to vote on whether or not the project should be undertaken and how it should be financed.

It should be noted that all of us support our government whether or not we own property. Corporations and businesses also pay taxes and these costs are added to the costs of the goods and services they produce. Thus, the cost of taxes is included in the price of clothing, of food, of rental housing, and so on.

Since all of us pay for our government, all of us should exercise our power to vote. This power, our second direct tie to our government, is the single most important way we as individuals can make our demands known. As citizens, our role is to vote for the people we think will represent our own interests most closely. To strengthen this power, people can get together into groups and use their collective resources and will try to influence the voting of others. These groups are called special-interest groups, and they play an important role in any political system. A special-interest group may buy advertising or go door-to-door to try and convince voters to vote a certain way. These groups may also try persuading officials already in office to take a particular course of action. In any community there are a wide variety of special-interest groups, some of which are short-lived and are formed around a particular issue at a particular election. Others are permanent groups, such as the League of Women Voters of the Chamber of Commerce; these groups try to keep watch on officials all year around, not just during election.

A political system, however, doesn't always work perfectly in the real world. First of all, not all eligible citizens exercise their right to vote. By not doing so, they cede more power to those that do, and they lose their most basic means of influencing their government.

Second, it may sometimes be difficult to know which candidate will represent one's interests most closely. Ideally, the interests and concerns of the candidates should come out during the campaigning. In many cases, however, there may be only one candidate running for an office and so the voters are offered no choice, and the campaigning process is frustrated. Campaigns are critical because elected officials are people, too. They have their own interests and their own concerns before they enter public life and it is unrealistic to expect that these will disappear on election night. Furthermore, being human, elected officials are more likely to listen to and be influenced by their personal friends and associates than by the people they don't know personally. This informal network of influence is an important part of any political system and it is the most difficult to analyze. The purpose of a campaign is to bring as much of this informal system into the public eye as possible; if campaigning is neglected, the informal network behind a candidate may remain hidden.

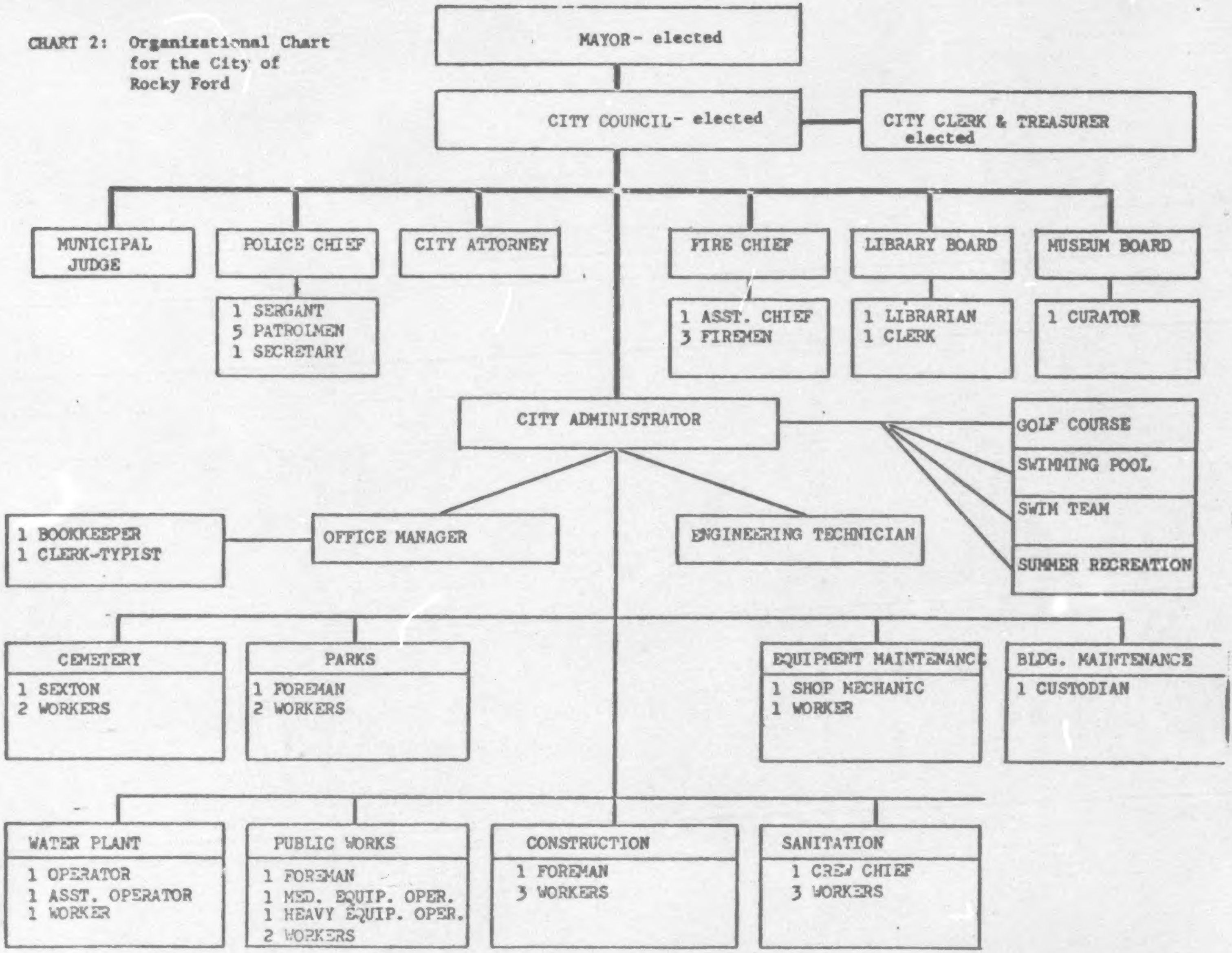
One final weakness in the political system is a government's ability to initiate projects on its own. In such instances, the voters may not be given the chance to vote on these projects. On a local level, this rarely happens and when it does, the voters can make their feelings known through referenda, forcing their government to reverse itself. At high levels governments regularly initiate programs but their powers are so vast and their citizenry so numerous that stopping these actions is almost impossible.

Despite these weaknesses, however, the political systems of most communities run fairly smoothly, although they are different for different communities. Each community, afterall, is unique in many ways, and this uniqueness is reflected in the communities' political systems

The City of Rocky Ford

The political system of Rocky Ford, like other communities, is both a formal governmental structure and an informal network of influences. The structure of the town's government is given in Chart 2. The elected officials appoint the city administrator, judge, police chief, etc., who in turn hire the staff needed to run their offices. For election purposes, the city is divided into three wards. Candidates for mayor and city clerk may come from any ward but each ward elects two

CHART 2: Organizational Chart for the City of Rocky Ford


MAYOR- elected
CITY COUNCIL- elected
CITY CLERK & TREASURER elected
MUNICIPAL JUDGE
POLICE CHIEF
1 SERGANT
5 PATROLMEN
1 SECRETARY
CITY ATTORNEY
FIRE CHIEF
1 ASST. CHIEF
3 FIREMEN
LIBRARY BOARD
1 LIBRARIAN
1 CLERK
MUSEUM BOARD
1 CURATOR
CITY ADMINISTRATOR
GOLF COURSE
SWIMMING POOL
SWIM TEAM
SUMMER RECREATION
1 BOOKKEEPER
1 CLERK-TYPIST
OFFICE MANAGER
ENGINEERING TECHNICIAN
CEMETERY
1 SEXTON
2 WORKERS
PARKS
1 FOREMAN
2 WORKERS
EQUIPMENT MAINTENANCE
1 SHOP MECHANIC
1 WORKER
BLDG. MAINTENANCE
1 CUSTODIAN
WATER PLANT
1 OPERATOR
1 ASST. OPERATOR
1 WORKER
PUBLIC WORKS
1 FOREMAN
1 MED. EQUIP. OPER.
1 HEAVY EQUIP. OPER.
2 WORKERS
CONSTRUCTION
1 FOREMAN
3 WORKERS
SANITATION
1 CREW CHIEF
3 WORKERS

residents to the city council. Candidates for city council, therefore, must live in the ward they wish to represent. The function of the mayor and the city council together is to oversee the running of the city, to settle any problems that arise, and to plan for the future insofar as is possible. To help them in these tasks, the council appoints many committees with specific functions to perform, such as the city planning committee, the trees committee, the libraty committee. Every councilman serves on one or more of these committees but membership also includes interested residents. It is in the committees that most of the city's work is done: deciding on what new supplies are needed, drafting budgets, and planning for the future.

The actual day-to-day running of the city, however, falls on the city administrator, who is appointed by the city council. His job is to coordinate the activities of the various branches (although he has no authority over some departments, such as the police), to prepare, with the help of three councilmen, the city's budget, and to oversee the expenditures once the budget has been approved by the mayor and the city council. One city administrator, Ken Bruch, described his job this way:

> I guess basically I'm suppose to take care of all the operations of the city as far as work programs are concerned, to oversee the financial end of the city, and take problems from the city employees to the city council and problems from the council to the city employees... I do have an assistant city administrator, of course, and the city clerk, and all the city employees are here to carry out the work that needs to be done, but it's my job to see that it's all done.

One could look at Rocky Ford's government as kind of a machine, with the mayor and the council acting as drivers or directors, and the city administrator as the engine. Under this analogy, the budget becomes the fuel that keeps it all running.

The city of Rocky Ford has revenues from a number of sources, including fees for water use, for sewage and garbage services, from licenses and permits, and from court fines, but the greatest single source of revenue is from property taxes (see Table 9). Figuring out how much to tax a resident is a process that involves Otero County.

Periodically the county assessor assigns a dollar value (an "appraisal") to all property within the county. This value is generally

TABLE 9

City of Rocky Ford
Budget for 1975

	EXPENDITURES	REVENUES
General Fund	$504,469.00	$504,469.00
Water Fund	170,897.00	170,897.00
Sewage Fund	48,500.00	48,500.00
Garbage Fund	66,533.00	66,533.00
Special Fund	25,000.00	25,000.00
Swimming Pool Fund	20,690.00	20,690.00
Golf Course Improvement Fund	1,000.00	1,000.00
Revenue Sharing Fund	81,000.00	81,000.00
Capital Improvement Func (2 Mill)	14,500.00	14,500.00
Capital Improvement Library	190,000.00	190,000.00
GRAND TOTAL	$1,122,589.00	$1,122.589.00

TABLE 9 (Continued)

	EXPENDITURES	REVENUE
GENERAL FUND		
General Government	$ 5,280.00	
Administration	68,539.00	
Police Department	87,641.00	
Dog Pound	730.00	
Fire Department	67,191.00	
Public Works	99,485.00	
Health Dept. Insect Control	5,175.00	
Cemetery	24,281.00	
Culture Recreation	27,680.00	
Museum	1,700.00	
Parks	28,097.00	
Library	17,590.00	
Emergency Employment Act	2,330.00	
Other General & Administration	68,750.00	
	$504,469.00	
Current Levy		$177,845.00
Specific Ownership		12,000.00
Occupational Tax		3,300.00
Corporation Franchise		25,000.00
Licenses & Permits		3,395.00
Emergency Employment Act		2,330.00
Motor Vehicle Special Assessment		15,000.00
Hiway Users Tax		23,454.00
Otero Co. Hiway Road Tax		15,145.00
Rural Fire Dept.		13,000.00
Cemetery		12,100.00
Golf Course		11,250.00
Police Court Fines		10,000.00
State Cigarette Tax		25,000.00
Misc. Income		9,450.00
R#2 School Recreation		4,500.00
Transfer from Utility Fund		60,000.00
Transfer from Lamper Fund		700.00
Transfer from Revenue Sharing		81,000.00
		$504,469.00
GRAND TOTAL GENERAL FUND:		$504,469.00

TABLE 9 (Continued)

	EXPENDITURES	REVENUE
WATER FUND:		
Water Department	$135,310.00	
Transfer to General Fund	35,587.00	
Water Department		122,000.00
Meter Deposits		2,000.00
Water Service Lines		10,000.00
Interest on Investments		2,500.00
Misc. income Water		2,500.00
Federal Grant		15,000.00
Water Taps		4,000.00
Fund Balance		12,897.00
	$170,897.00	$170,897.00
SEWAGE FUND:		
Sewage Department	36,950.00	
Transfer to General Fund	11,550.00	
Sewage Department		25,000.00
Sewer Taps		2,500.00
Interest on Investments		5,000.00
Misc. Income		1,000.00
Federal Grant		15,000.00
	$48,500.00	$48,500.00
GARBAGE FUND:		
Garbage Department	53,270.00	
Transfer to General Fund	13,263.00	
Garbage Department		64,033.00
Dump Permits		2,500.00
	$66,533.00	$66,533.00
GRAND TOTAL UTILITY:		$285,930.00

TABLE 9 (Continued)

SPECIAL FUND:		
Special	18,300.00	
Transfer to Swimming Pool	6,700.00	
Special		16,000.00
Tree Spray		9,000.00
	$25,000.00	$25,000.00
SWIMMING POOL FUND:		
Swimming Pool:	20,690.00	
Admissions		7,400.00
Rentals		600.00
Concessions		2,500.00
Transfer from Special		6,700.00
Transfer from General		3,490.00
	$20,690.00	$20,690.00
GOLF COURSE IMPROVEMENT FUND:		
	$1,000.00	$1,000.00
REVENUE SHARING FUND:		
	$81,000.00	$81,000.00
CAPITAL IMPROVEMENT FUND: (2 mill)	$14,500.00	$14,500.00
CAPITAL IMPROVEMENT LIBRARY:	$190,000.00	$190,000.00
GRAND TOTAL OVER ALL 1975 BUDGET		$1,122,589.00

30% of what the properties would actually sell for. Both Otero County and the City of Rocky Ford are allowed to tax these properties at a certain rate which is a mill. A mill is equal to $1.00 on every $1,000 that is appraised on a property. To better understand how this works let us use a house that has been appraised by the county at $9,000. If this house were sold, it would actually bring in about $30,000, so the appraised value should not be confused with the market value of the house. Now let us assume that this house is within Rocky Ford's city limits. In 1974, the total number of mills levied by the city was 26.87. This means that for every $1,000 of appraised value on a property, the owner had to pay $26.87 in taxes. In 1974, then, the property taxes on this house would have been 26.87 x 9, or $241.83 in city taxes alone.

The amount of taxes in Rocky Ford and the way they are raised are not unusual; most communities operate in the same fashion. What is unusual about Rocky Ford is that it is in excellent financial health at the moment. Although the city is allowed to raise its mill levy by five percent each year, Rocky Ford has rarely done so. According to the city administrator, Rocky Ford has more money coming in than it spends. In addition, the city has managed to keep out of debt. Most cities sell municipal bonds to get the capital for financing big projects; this is a process know as debt-financing. Suppose a city needs $50,000 for new park equipment, for example. One common way to raise this money is by selling 50 pieces of paper, called bonds, for $1,000 each. When a city sells these bonds, it promises to buy them back within a certain period, say 25 years, and further promises to pay a set interest rate on each bond, say 5-1/2% per year. At the end of the 25-year period, then, the city has to have the $50,000 to buy back the bonds, and, in the meantime, it has to have the money to pay out the yearly interest on them until they buy them back. It is an expensive way to pay for a project since, over a long period of time, the interest payments usually end up costing more than the amount borrowed. In our example, interest costs on the $50,000 is roughly equal to $2,625 per year; payed out over the 25-year span, these interest costs alone will total $64,625. To accumulate the money needed to redeem the bonds, and to pay for the interest dividends each year, the city will generally have to raise its mill levy. Despite the cost, most cities raise money by this method; most cities have bond-issues outstanding. Rocky Ford, however, has no outstanding municipal bonds at the moment and is proud of this. In fact, the city is currently saving money to be used for future projects, such as improving the city's recreational facilities.

Rocky Ford is unusual in other ways. The problems facing the mayor and the city council are small ones for the most part. They meet twice monthly, with their meetings open to the public and reported on in the Rocky Ford Gazette. Most of these meetings are concerned with straightforward problems: which streets need new traffic lights or signs, or who should be granted a liquor license. This last is considered an issue by some, who feel that the selling of liquor within the town should be severely restricted. One candidate in the last election (November, 1975), for example, ran for council on the platform of limiting the sale of alcoholic beverages within the city, but he lost.

Rocky Ford also has the advantage of being small, so the workings of its political system are visible and residents can watch or participate if they wish, as a local doctor pointed out:

> City council is held in a good formal hall over here where you can wander in and listen to them any time you want. And their meetings are well publicised, you know they're on the second and fourth Tuesday of every month, meet religiously and everybody's welcome. You can walk in and look at it and walk out if you like without disturbing it.

The open nature of the council is enthusiastically supported by the current mayor, George Gregg:

> Man, I love to see those people out there. Anytime we get some people we always -- we have a deal at our council, we don't have any particular name for it, we just call it "visitor recognition." After we open the meeting, call the roll, and approve the minutes of the last meeting, the first thing we do is recognize any visitors in the audience and at that time if they have anything to bring before the council we let them. We tell them that if it is something new, something that the council is not aware of, that they shouldn't expect the council to act on it that same night because we may want to refer it to a committee for study or the council may want to look at it for a couple of weeks or a month or something before they do anything.

Furthermore, because the town is small, some residents feel they have a good chance of having their views heard and considered; getting in to see a particular official doesn't involve a lot of red tape:

> Officials in all branches of government around here are usually pretty accessable to the public. This is, if you want to go see the mayor, you won't have any trouble getting in to see the mayor or the county commissioners. You don't have to schedule it three months in advance or whatever. If you just want to go down and see the assessor, well you can just go in and see the assessor, you don't have to see the deputy or secretary or somebody.

The council meetings are also a forum for big problems (the city faces some in the near future), and the decisions the council reaches affect the lives of every resident. The mundane appearance of these meetings, therefore, can be misleading. In the past, for example, the council has set up building codes and has passed many city ordinances. Many of the topics considered by the city council involve long-range planning or decisions that will affect Rocky Ford residents in the future. Zoning regulations are a good example of this.

The process of zoning involves deciding what the city should look like: where private homes will be built, where office buildings or factories or schools or apartments or shopping centers can be placed. In essence, zoning is the process by which a city is broken up into "areas of use": residential, commercial, and business. Establishing these zones can be a delicate process: it can upset people badly and yet without zoning laws we might be equally upset. Not one of us would like having a company build a feed lot on the property next to our home or in the middle of downtown. Zoning regulations prohibit such things. Only single-family homes can be built in an area zoned as low-density residential, for example. At the same time, however, zoning can drastically affect that value of property. A construction company will pay more money for land on which it can build an apartment complex than for land on which only a single family home can be built.

In Rocky Ford, the zoning decisions were made in 1968 and the government has managed to zone the city without any major conflicts. This in itself is unusual. As Jim Miles, a representative on the Lower Arkansas Valley Council of Goverments (LAVCOG), described it:

> I would say that Rocky Ford has been one of the most progressive towns in the Valley, particularly in terms of trying to look ahead and do some of the things that need to be done for good management. It has a good system of municipal government, and in terms of planning, they completed their first comprehensive plan for the city in

> about '68... It was an interesting plan in that they used a lot of citizen involvement. They set up, I don't remember how many committees, special committees on transportation, industrial development, parks and recreation, overall land use, this kind of thing. The appointed people to each of those committees and they had a series of meetings in which they went over the goals and objectives, and they also picked out priorities they thought were needed for the community. Out of the plan they developed a rather lengthy list of things that needed to be done, and it is interesting now to go back and look at that plan and see what's happened, because almost all of those things have been fulfilled.

So, present city administrations are generally faced only with requests for zoning exemptions within the city limits, none of which have caused discontent or upset other residents.

Recently, however, the Colorado State Senate decided that the planning for the entire state had to be coordinated and they have asked every county in the state to come up with a plan for future land use. When Rocky Ford originally came up with their own zoning plan in 1968, they were also concerned with plans for the city's growth. They decided that the city should grow primarily to the south and west. At that time, however, Otero County had no authority over land use, and the city government had no authority outside its established limits, so the growth plan really couldn't be implemented. Now, however, due to new state regulations, the county does have zoning authority, and the county and city are working together to zone the land around Rocky Ford so that, if the city grows, there won't be something like a junkyard in the middle of what is supposed to become a new residential area:

> Q: Is zoning controversial around here -- is there any kind of a faction that is against it that believes a man has the right to do what he wants with his land?
>
> A: Yes, but not really a faction, I think it is more on an individual basis.
>
> Q: Who do those people tend to be, the land owners?
>
> A: Right, and I think now it is starting to develop in the rural areas since we are starting to talk about extra territorial zoning. Where a guy that lives on the edge of Rocky Ford, gets a little uptight if the Rocky Ford City Council says, "hey, you are in an R-1 zone and you cannot build apartments on your land," and the guy says, "what the heck are you talking about, I'm not even in your city, what are you telling me what I can and cannot do." We are just beginning to get into that...

Q: Of course you haven't really come up with a plan with the zoning for the extra territorial area?

A: We have designated blocks of areas. I'll give you a recent example. There is a road by the high school called Meloneer Lane and it runs north and south by the school. The city planning commission for a number of years felt that as the city moves west and southwest that there should be another thru street planned that would run north and south and that Meloneer Lane would be the ideal street: it would run from the high school straight on down to almost the railroad tracks or even to Highway 50. They wanted to designate where Meloneer Lane would go so nobody could come along and build a house right in the middle of where that street would be if it ever is developed. Well, we got into a situation of some of the people who live on Patterson Valley Road -- there is a lot of individual acreages out that way and Meloneer Lane was going to come down and come in there -- well, a lot of the people who lived in that area got all upset. They did not want Meloneer Lane coming down there. They lived out in a nice peaceful country area where it was not really accessible with a lot of other major roads. So, they got together and signed a petition saying that they did not want Meloneer Lane extended. Well, nothing ever developed.

In many ways, the residents of Rocky Ford have developed a political system that works well. The city is in good financial health, and it is ahead of other communities in the area in terms of planning. But the picture for Rocky Ford is not entirely rosy. As we have seen in the section on Rocky Ford's economic system, the city is in a period of no growth at the moment. Rocky Ford, and the lower Arkansas Valley region as a whole, must soon decide on what the future should bring: should the region remain largely agricultural or should a concerted attempt be made to bring industry into the region? Any major change in Rocky Ford's economic system will have political consequences. If Rocky Ford is able to expand it's economic base, the city will grow, more land will be annexed, and the costs, revenues, and population of the city will change. How the city will handle these changes is, in part, a political question and trying to plan for the future is one of the functions of the present government.

There is already one major problem affecting the future of the city: the state of its water and sewage treatment facilities. Not only is the quality of the water poor, but the distribution system is in poor shape — some of the pipes are breaking, others are filling with silt and debris — and the capacity of the system is limited.

If the city hopes to attract new industry, it will have to be able to provide the necessary water and sewage facilities that industry requires. In addition, the Environmental Protection Agency (EPA), with offices at both the federal and state levels of government, has set nation-wide standards of water quality. All communities with substandard water quality have until May of 1976 to voluntarily submit a plan for up-grading their systems. Rocky Ford has tested its water, it is substandard, but the city has managed to obtain an extension on the 1976 date.

At this writing, the city council is considering three possible solutions to the water problem,all of them expensive. Coming up with just a plan was expensive: as of October 1975, the council had paid out $30,000 for a study of the present system, including suggestions for ways of improving it. Estimates for the renovation of Rocky Ford's water plant alone run to $1.65 million; total cost estimates for meeting EPA standards are around $2.2 million.

So, the city is now faced with two major decisions: (1) How should the system be upgraded? (2) Where will the money come from? In the coming months the council will debate these questions. Which factors will be considered and what methods for repairing and financing this project will be chosen remain to be seen. One thing is certain, however: it will be the citizens of Rocky Ford that will bear the brunt of the renovation costs.

To finance the upgrading of its water facilities, the city council is currently considering a number of alternatives. The city may add 21 mills to the city levy for 20 years. On the house appraised at $9,000, this would mean an additional $189 in taxes (21 x 9) every year for 20 years. Another alternative is to increase the amount the city charges for water. Water-use charges already bring in almost as much money as the property taxes and the city could decide to raise these charges drastically to offset the renovation costs. A third possibility would be to impose a city sales tax; this is something that Rocky Ford, unlike many communities, has avoided so far. The council could also decide to use a combination of all three, or it may opt for a municipal bond issue. Whatever the final decision, the pocketbooks of Rocky Ford residents are going to be affected.

As a result of the water problems money is about to become a major political issues in Rocky Ford. As far as the mayor is concerned, however, money is an issue already:

> Q: What do you see as being some of the major political issues confronting Rocky Ford?
>
> A: I have to think about that a little bit. Our main problem, like every other town is money. There's a shortage to operate the city with and to provide all the services, and people keep demanding more and more services all the time. Everyday there's someone who wants something else. The recreation people are wanting another bunch of tennis courts; another ball diamond, two new ball diamonds and swimming pools and the whole deal. And we're building a new library — there's pressure on to build a new library, we're doing that. We just built a new city hall, and there's demands for better water pressure and quality of water, and better police and fire protection. The money all has to come from the tax base around here. The mill levy has got to support it, and every year we're just up against it; whether to yield to some of the demands, whether to raise the taxes; whether to try to hold the taxes and not give them anything...that's the main problem.

Indeed, it appears that the current financial health of Rocky Ford is due in large part to the conservative nature of its residents. As one resident put it:

> This is generally a pretty conservative town, and the people tend to vote for conservative projects. That's generally true with everyone; you notice in Denver they vote down some of the wild schemes, but they usually go along with more moderate ones. That's generally going to be true here.

The conservativism of Rocky Ford has expressed itself in other ways. In 1973, the administration decided that the two-year election terms of city officials created some problems. At that time all officials were elected for two-year terms, so every two years the city faced the possibility of having a completely new administration -- it faced the possibility of having no continuity from one administration to the next. As Mayor Gregg (who was a councilman at the time) described it, this is what happened:

> It was the feeling of that council that this was not good for the city. Instead of electing two people from each ward every two years, the council felt it would be better for one person to be elected from each ward every two years. This would involve four year terms and therefore, half the

> council would always carry over from one administration to the next. The council approved that ordinance and we passed it. The mayor vetoed it -- the mayor has the power to veto an ordinance, but that's really about all the power he has. It can be over-ridden and the council over-rode him. In fact, they unanimously over-rode him and the ordinance went on the book. I think the mayor was basically expressing the feelings of some of the older citizens in town who were opposed to four-year terms. They decided to initiate a petition and have the subject put on the ballot. They secured enough signatures, it was put on the ballot, and in November of 1973 it was voted down. As a result we will be going back to two-year terms. Not this November (1975) -- the law was on the books at the last election so this year there will just be one council member elected from each ward. In the election of 1977, we will go back to the old way.

This is a good example of a government initiating action on its own and it is clear that the residents of Rocky Ford didn't like it. Here are some of the reasons why, according to Mayor Gregg:

> Q: Why do you supposed the older people wanted it left in the old way?
>
> A: I think they felt that they wanted to have the possibility of removing an entire council from office if they felt that they were not doing the job. This way they could do it without a recall election. At the least, they felt, they could renew their faith in the council every two years, and that this power out-weighed all of the benefits the city might reap by having staggered terms.

Earlier,in 1965, a similar thing happened. Here is Mayor Gregg's description:

> The mayor and a few council members said "By golly, we're going to give you an airport whether you want one or not," and the people voted it down and also voted them out of office. There were some very fine people on the council at that time that didn't get returned to office, apparently because of this one situation.

So it seems that Rocky Ford residents have a fairly clear idea of what they do and do not want.

The most important weakness in Rocky Ford's political system, however, is not financial or governmental -- it is the apathy of its residents. In the city, with its population of around 5,000 people, probably about 3,000 people are eligible to vote. Yet of these only about 1500, or a little more than half, have bothered to register. Worse, only about 750 actually voted in the last election (November 1975).

City officials are aware of this problem. As Mayor Gregg remarked:

> The apathy around here is just amazing. Rocky Ford is under EPA citation right now on our discharging water from the city settling ponds into the river. The community has no idea of what that means. You can sit and talk about city water and sewer problems but they just don't care. Now, if some guy came along and said, "As of July 1, you have got to shut down your water plant because you can't discharge sewer into the river anymore," then they would become unglued. But it hasn't reached that stage yet, and probably never will. But its going to cost them water, and we are trying to talk about bond issues, but nobody gets excited.

The question is, why? The city officials seem to think that public apathy is just a way of life and that Rocky Ford is no different than any other community in this respect. Mayor Gregg said:

> Public apathy, and I don't care if it is municipal government, county government...you can take almost any taxing entity, even a fire district and the lack of interest by the public is unbelievable. Unless it is just really a controversial issue people just don't want to be involved. They don't want to even take the time to go and listen or learn. They would rather read it in the paper or hear it on the radio. You can sit there and almost get on your hands and knees and beg people to come out to a meeting just to let us know your interests and people just don't come. I know it is just not a perculiarity of Rocky Ford or Otero County or the Arkansas Valley. I think it is that way all over the country, unless you really get a controversial issue that someone has some definite feelings about.

A councilman agreed:

> I think that people just don't take the time. I really think that they are interested, but they just don't -- if there is not a red hot contest, so to speak, I think that it doesn't make any difference.

The problem of apathy extends beyond the voting turnout, however -- in Rocky Ford it prevades the entire election process. There is generally only a single candidate for the offices of mayor and city clerk, for example. Furthermore, the same faces tend to reappear among the candidates for the council seats, and in the past, councilmen have served for six, eight, or even twelve years in a row. This is the kind of situation we talked about at the beginning of this section, a situation where the purpose of the campaign process becomes frustrated. A vote doesn't mean anything if there aren't any choices to make. Why do so few people get involved?

From the point of view of the residents, their apathy stems from what we have called a community's informal political system. Rocky Ford residents seem to feel that their city, and therefore the entire election process, is controlled by a small group of people:

> Q: There appears to be an apathy problem in Rocky Ford politically and I wonder if you might reflect on that? Has this been the case from your experience in Rocky Ford, having grown up here? Was it always this way?
>
> A: No, it wasn't always this way, but it has certainly turned out that it is -- we do have a few candidates to seek office occasionally but I think it has been so controlled by such a small few, even within the two major political parties they most really don't make too many waves or get too excited about it because it is already controlled and it extends outside the town as well into the county. Who is your republican chairman and democratic chairman-- and I think that this has probably tended to stiffle it because the leaders of Main Street are also the ones working within the political party structure and it seems to dampen the enthusiasm.
>
> Q: So apathy then, if the population at large sees it as a basically controlled process, they are just going to say I am going to take my toys and go home and I am not going to play your game, is that what you are saying?
>
> A: That is about it.

Another resident agreed, and he identified the controlling group as "Main Streeters," old Anglo families that have been in Rocky Ford for a long time:

> Q: Lets turn now to the community, the political aspect.
>
> A: That is quite a simple thing to summarize. Being here all of my life I have watched the politics of the community. By registration they are republicans in a political party, but by actual control it is primarily an elite group of main streeters whose fathers and grandfathers before them made the name and the business and passed it on to generation. They control basically all of the change or lack of change which occurs. What businesses come in and what businesses don't come in. What streets are cleaned and which streets are not cleaned. That is the informal -- their names are not on the city council. They are not being the major of the town but they are the ones who control the town.

Yet another resident, a teacher, thought the controlling group is made up of the people in Rocky Ford who have a lot of money:

> Q: The informal political structure would come from what particular group?
>
> A: They are the people with money, the big ranchers. You may not know this but I have a mother that has been in business. Just from whom she knows around here, I would say that the older families especially who own land, they have a lot of power. They usually relate it to all the businessmen any how.
>
> It is not really businessmen either. It is not your store owner, it is your big businessmen like Frozen Foods, big ranches around here, big farms. They all have their friends sitting on the school board or in the city hall. You can't — they are the only ones that give a darn enough to do it anyhow. It is not even as if they are trying to control, which I think they have put up with a lot and done a lot for the town because they are the only ones that will get out or have the time or the inclination to do it.
>
> Q: Maybe that is a good thing because I have noticed in checking the election records for the last seven elections that the voting turn out is dismal. For a town of 5,000 for the last 10 years, the average election there were 600 people voting. Where there is a big issue, 1200 votes. I wonder if you have a reason for the apathy?
>
> A: People that don't take anything but the local paper. People that live their lives and don't rock the boat and have lived their life in a small town. Small towns are hard to define and I don't think anybody ever really know about it unless they have lived in one. Like R--- says, we never have felt a part of this community simply because we were not born and raised here. I think that is it, they are born and raised and die here.

Finally, another resident agreed that the city was controlled by a few wealthier individuals, but he didn't think this was either unusual in any community or necessarily a bad state of affairs:

> A: I think you could probably say it is the property owner, both in the rural and the business community. They may not be in the offices but they have a great deal of influence over the people who are in the offices. I don't think they are abusing it. I think a person that is blind politically or ignoring a political fact if he did not recognize the fact that non large property owners — I say property owners I am talking about income property like a farm, other than a resident. I think this is true anywhere...

What is hard to determine is whether the apathy of Rocky Ford residents is a cause or a result of the control that a small group may have over the city. In other words , are the residents apathetic because they feel that there is nothing they can do? Or did a few people manage to gain control because the residents of Rocky Ford didn't care?

The answer seems to be different for different segments of the community. On the one hand, people do turn out in large numbers to vote on some things. In 1965, for example, when voters were asked whether or not the city should spend money on a local airport, 1573 people, or almost all the registered voters in the city, turned out to vote and the measure was soundly defeated. Again, in 1967, when there were five people running for mayor and there was a question on the ballot about whether Rocky Ford should have a leash law, 1300 people voted.

For most people, then, the apathy seems to have nothing to do with whether or not the city is controlled by a few. These people only care about certain "big" issues, and will vote on these, but the rest of the time they pay little attention to what is going on. If the city is controlled by a few people, then, it is probably because the residents don't care.

For another segment of Rocky Ford's population, however, this probably isn't true. This segment is composed of people with Spanish-surnames. Although 30% of Rocky Ford's population is Spanish-surnamed, only one man from this group has run for public office in recent years:

> Q: Are there Chicanos represented on the city council?
>
> A: We have Phil Perez, a former council member, he is on the council. Phil has been on at least three councils and maybe four. He has run for office and been elected and he has run for office and defeated. There have been times when he has been elected or defeated by five or ten votes. He has lived in the community for a long time. In fact, it has been the concern of many council members that there has not been the involvement from the Spanish-American community that there ought to be.
>
> Q: Do they tend to be politically inactive under the formal structure?

A: Yes. Primarily so. I have made it a point as mayor in my committee appointments to try to always appoint someone, A Chicano, to a city committee. We have them on the planning commission. We don't have them on the library board right now. A lot of other committees, we have been trying to do it. But, you don't have the element where somebody would come forward and say, hey, I would sure like to serve on one of your city committees, where you do with the general public, or the Anglo. I have had several people come up to me and say, hey, I would sure like to serve on that tree committeee you are going to appoint, or if you are ever going to appoint somebody to the planning commission,I would be interested in serving. I don't get that kind of reaction from the Chicano element. The people that I have appointed have all been pretty good members. We had to have one guy resign because of his health but I think had he stayed he would have been real good.

Their lack of involvement at all levels was explained by one Spanish-surnamed individual as being the result of poor education:

Q: So participation in Rocky Ford by Mexican-Americans in the political process isn't very high? Could you analyze that?

A: I guess the main reason is because most of the Mexican-American people here probably have an average of a 4th or 5th grade education and if they go to a meeting talking about amendments, solutions or even how to carry a meeting, they are not used to that. They might be influenced to go once and the second time they are just lost. They just don't feel that that is their place to be, so they don't go. It is the education. If there are maybe a few persons that go, they are so outnumbered that they probably don't want to say anything.

Another resident, also Spanish-surnamed, felt that there were other reasons:

A: I would say that we really need involvement especially from the Mexican-American because he hasn't been involved before. He needs to become more aware of what he can do as a person and what are his rights and what proceedure to take and I don't really think that they have had the opportunity to know these things. Nobody has presented them to them before. They have been supressed for so long that right now they are afraid to say what they think or anything else for that matter because they don't know how to act. It shouldn't be that way. It is supposed to be an equal society and it is about time that things were put into action.

Q: Do you see a way of maybe -- make this change come about?

A: I think maybe if the Mexican-American was made more aware of the injustice it is to them. Not knowing things that they might come out and really get involved. If they know everything that they were missing and are capable of doing.

Many people in the Spanish-surnamed population apparently feel that they can't get involved, that the Anglos, who they feel control the city, won't listen to them or let them get involved. This may actually be a problem of education, of not knowing how the political process works. As one Anglo pointed out:

> The Chicanos, population-wise, have about 50% if not more of the total county population. Consequently, if they realize the whole mechanism as far as getting involved, they have got the votes to come up with the candidates they want. It is just the fact that they have not participated.

Apathy, then, may have a number of causes. If people do not understand how their political system works, they may not feel that their vote or their participation is important. If people feel that their community is controlled by a select group of wealthy individuals, they may feel powerless. Discrimination may also be a cause of apathy:

> I think there is still quite a bit of discrimination in the community but it's more sophisticated than it used to be. I think I've seen a lot of disguised discrimination using the different terminology. It's not as open, but it's there -- you see it, you feel it.

Thus, if a person feels that others will vote against him simply because of his ethnic background, hw probably will not even bother to run.

Finally, there may be the other, less direct, factors affecting who actually runs for office. The posts of mayor and councilman are unpaid jobs. Before a person becomes a candidate for one of these positions, he probably asks himself how much of his time he can spare and how much of his time will be taken by the job. Many people may simply not have the spare time necessary to devote to a public office. As one councilwoman pointed out:

> Q: When I looked over some of the voting records, it seemed to me that people generally don't have even a running-mate.
>
> A: I think basically the reason for this is that people are busy and it does take a lot of time. If you work for someone else or are employed by someone else, it takes a lot of your time on your job as well as your evenings and you have to be willing to sacrifice. But I think lots of times it is because people feel like they don't have the time and can't get the time in our busy world today.

Mayor Gregg agreed with this:

> In our last council, we had several members who served only one term as council member. I think that they wanted to get in and contribute something to the community, they had some ideas and things they wanted to see accomplished, but when they got in they found out that it is a heck of a lot more time consuming than they realized and more so now than it ever used to be. It used to be, council members could go to a regular meeting and not do a whole heck of a lot in between and pretty well conduct city business. But, the way it is getting to be, a council member just can't do that anymore and get the job done. You've got meetings, maybe not every week but sometimes. If it's not the city business then it's concerning the county planning commission.

Linked to the matter of time, is the actual cost of taking on a volunteer or unpaid job. Although the mayor and council members are supposed to have their expenses covered, they often end up paying for things out of their own pockets:

> The mayor gets $50.00 a year. The council gets $40.00 a year, the city clerk gets $125.00 a year and the city treasurer gets $125.00 a year. It is a token payment, to cover any incidental expenses that we might have. I figured that being on the council cost me between $500.00 and $1,000.00 a year and I am talking about out-of-pocket expenses. In my case as mayor this might be a little unusual because I serve on a lot of committees outside of Rocky Ford. You know, $50.00 a year isn't a whole heck of a lot. But I don't know that in Rocky Ford we have a situation where you need a full-time mayor or a full-time council.

Thus, all these factors -- lack of knowledge, feelings of powerlessness, discrimination, and the lack of time or money -- affect who participates in Rocky Ford's political system. And these same factors are what have led to the apathy that is evident in the city today. These things can be changed, however, and some people think this is happening already:

> Of all the people who are on the council or in the municipal government, I think they actually run the government. There are some behind the scenes, there has got to be in any small community, there has got to be some behind the scenes influences. I think there was a day when these influences pretty well dictated what was happening here but I think that day is getting further and further away in Rocky Ford. Two reasons: (1) The people that are running the municipal government are no longer the old families and (2) of the youth that come back. There is toomuch scrutiny going on now as far as anybody can try to... but again, in any small community you are going tohave these behind the scenes influences, but I

> don't think that they exist to such a degree today as they may have existed say 15 years ago.
>
> I'll tell you one thing though, people are getting more and more into this community in terms of what they expect out of their councilmen and their mayor -- the governing body as a whole. There are enough of the people who were raised here and went to school, left and have returned and have seen other things and who are beginning to take part in what is happening in the community so that from what I used to hear, from hearing some of the old timers talk, that well, we can't do much about it because he has been elected mayor and his or her family goes way back in Rocky Ford and we can't do anything about it. That doesn't prevail anymore. To many young people that have come back and that know better and that know different.

How much Rocky Ford will change and whether or not the residents will start becoming more involved in their community affiars remains to be seen. A lot will depend on what happens to Rocky Ford in the future: on whether the city begins to grow and on whether it changes from an agricultural community to an industrial one.

Other Local Governments

In addition to their city government, the residents of Rocky Ford are involved with other local "governments," such as the district school board and the rural fire district. There are a number of such state districts that include Rocky Ford, but the R-2 school district probably affects the citizens of Rocky Ford the most. Like the city government, the school districts are run by elected officials, and they have the power of taxation.

The R-2 school district includes three elementary schools (Liberty, Washington, and Lincoln), one junior high, and one high school. The school district has a board made up of five members, each elected from one of the five precincts within the district. As with the city officials, the school board's job is to see that the schools are run smoothly: to hire teachers, to see that the facilities are maintained, to set the rules and regulations covering the schools, to approve the purchase of new books and equipment, and so forth.

Although the school board is separate from the city government, the two are closely linked in the minds of many city residents because the funds for both come mostly from the same pockets. In addition to city property taxes, for example, Rocky Ford residents are taxed by the school district with a levy of 47.31 mills. On the $9,000 house, then, the owner has to pay $425.79 in school taxes in addition to the money he paid in city taxes. Like the city government, however, the school district has other sources of revenue, generally in the form of federal grants. Yet because of the cost of taxes, the residents of Rocky Ford link the demands of the city with the demands of the school district, as can be seen in the arguments over the recent school bond issue.

The 1975 School Bond Issue

In the fall of 1974, the school board appointed a committee made up of R-2 residents to study the district's present and future needs. This study committee recommended new construction and the extensive remodelling of present schools. The school board reviewed these recommendations and then employed an architect and financial planner to help the school board translate these needs into building plans. The board then reviewed all the cost figures and selected those items that had the highest priority. The greatest need, they felt was the lack of library space in all the schools. No such space had been provided in Liberty and Washington elementary schools, and the existing space in Rocky Ford High School was inadequate. In addition, parts of the Liberty and Washington school buildings did not meet the city's building codes and needed remodelling. Lincoln school, the board felt, should be closed and its students transferred to the other two elementary schools; this would require additional space at the two remaining schools. Finally, the board was concerned about the inflexibility of current school-room space at the two elementary schools. The major problem at the high school, the board felt, was the lack of adequate physical education facilities, including insufficient locker rooms, and the total lack of equipment for some sports, such as gymnastics.

After reviewing these needs, the board decided to ask the residents of the district for the money to correct these faults. The board set up a special election and asked the voters to approve two separate school bonds: (1) to allow the district to sell 25-year bonds for remodelling Liberty and Washington elementary schools and Rocky Ford High School, plus for the construction or acquisition of an administration office building. The costs of construction was estimated at $1,775,000, which could be met by a 6.5 mill increase for the 25 years. (2) to allow the school district to sell bonds for building new physical education facilities at Rocky Ford High School. This was estimated to cost $685,000 and could be met by a 3 mill increase.

The two bond issues, then, would have cost the voters a total of 9.5 mills in additional taxes. An election date was set and the political process began to move. People got together and formed special interest groups to promote their points of view, both for and against the bond issues. The groups would buy advertising space in the Rocky Ford Gazette and give their arguments on the issue. The people who wanted the bonds, mostly members of the school board or the study committee, to pass argued that the school district needed to keep up with modern concepts of education; that the costs of the issues had to be evaluated in terms of education value; that parents should want the best education possible for their children. Those against the issue, which included most of the city's residents, argued that Rocky Ford couldn't afford fancy "show" schools; that the "modern concepts of education" are really experimental and none had proven that they really meant better education; that the city was already facing the problems of upgrading the water and sewage facilities and that these were more important.

The Gazette ran a number of articles on the topic, including letters from people who were both for and against. The two bonds became a "big issue." On the election date, October 14, 1975, approximately 1,350 people turned out to vote and the two bonds were defeated by a big margin. This was a large turn-out for a school district election; at the previous election, in May 1975, only 241 people voted.

In the aftermath of the election, most people seemed to agree that the bonds were defeated because they cost so much. The citizens of Rocky Ford were already concerned with the upcoming costs of rennovating their water and sewage facilities and were therefore not happy with the idea of incurring more costs in reconstructing their schools. Yet the problems facing the schools are real and the school board seems to feel that a more moderate bond will pass in the near future.

Other Governments Affecting Rocky Ford

To the residents of Rocky Ford, then, the city government and the R-2 School District together form that part of the community's political system that affects them the most. In reality, however, Rocky Ford's political system extends further to include the county and state governments.

Like the city government and the school districts, Otero County has the power to levy property taxes. In 1974, for example, the county tax levy was 18.92 mills. Again, these monies are generally used to keep the bureaucracy running and, indeed, Otero County has an important role to play. In many respects the county government acts as the intermediary between local community governments and the state and federal governments. Otero County, for example, is the agency for collecting and disbursing welfare and social security monies and for issuing food stamps; it is also a state health district and an important judicial entity.

Rocky Ford, remember, has only a single judge who's job it is to hear cases involving infractions of city ordinances. For other cases, city residents must use the county courts in La Junta. The county thus provides a service to the community that is much needed -- Rocky Ford could not afford to support these courts on its own.

Otero County is divided into three districts and its government is composed of three commissioners elected for one year from each district. Voters also elect a county clerk, assessor, treasurer, sheriff, coroner, and surveyor but these posts can be filled from any district. As we have seen, these people can affect the residents of Rocky Ford -- it is the county assessor, for example, who determines the property assessments for the entire county. Yet, Rocky Ford is not well represented at the county level because of the way the districts are set up. The city is split in two, with half of Rocky Ford falling in district two, the rest in district three. This strange division is a result of the recent redistricting ordered by the federal government. This legislation was supposed to ensure that the populations in county, state, and federal elections are evenly represented. In other words, that a heavily populated area has no more and no fewer representatives than a thinly populated area. This legislation became knows as the "one-man-one-vote" law.

Yet despite the strange division, Rocky Ford is still closely linked to the government of Otero County. The county maintains the roads outside the city limits, for example, and it has recently purchased a dump site that Rocky Ford residents will use for their own garbage disposal as well.

Finally, Otero County sends a representative to LAVCOG, which is a regional agency. LAVCOG's functions were described as follows by Jim Miles, a representative of the agency:

> The council of government's has several functions. One is the regional planning activity; that is, to prepare an over-all plan or development program for the six counties (Crowley, Kiowa, Otero, Bent, Prowers, and Baca). Then we break it down and try to be involved in the planning needs or technical assistance to the planning needs of the six oounties and the 25 municipalities in that area. We also have responsibilities in terms of over-all development activities, economic development in particular. We also provide regional services where we try to provide any kind of assistance in any kind of specialty that they need. Finally, the most important direct responsibility we have is the responsibility for regional review -- we are the designated regional clearing house. We review all applications where federal funds, either in loan or grant form, will be used.

At the moment, for example, Rocky Ford is working with the county and with LAVCOG to develop a plan for land-use outside the city limits. The city is also considering asking LAVCOG to help Rocky Ford update its city zoning and building code regulations.

Beyond LAVCOG, Rocky Ford's political system reaches to include the state and federal governments. But at these levels, the system is stretched thin. Because of its small size, the city has little power to influence these governments and the recent redistricting hasn't helped matters:

> Before redistricting we had a state representative that was for Otero and Crowley counties and then the Pueblo guy was basically for Pueblo. Now, when they reapportioned in Otero County, Manzanola and La Junta and Fowler are served by one district and Rocky Ford got lumped in with all these other counties down in the southeast part of the state. They just came through and took a little patch out of us. So, really, in Rocky Ford, we are represented by a guy now that lives in Lamar and it really is a screwed-up mess.

On the other hand, the state government is important to city residents even though residents may have little influence on it. In the long run, for example, the future of Rocky Ford, and of the entire Arkansas River Valley region, will be determined by state-level agencies.

CURRENT ISSUES:

The Politics of Water: The John Martin Reservoir

Rocky Ford, like most communities in Colorado, is concerned with ensuring that it has enough water for its own uses today and for any future needs. Water is critical not only to Rocky Ford but to all of Colorado, for in this part of the country water is a resource in short supply. As a result, access to water has been, and will continue to be, a political and economic issue for the city, as well as for the region and the state.

History of Water Rights

One of the biggest problems with water is that, in the form of a river, at least, it doesn't stay put; instead, river water flows across political boundaries. Unlike most other resources, then, water creates a real problem of "ownership." Can anyone really "own" a river? Although the Arkansas River, for example, may begin in the state of Colorado, it flows into Kansas and communities along its banks in Kansas are as dependent on the Arkansas as those in Colorado. Indeed, rights to the water in the Arkansas River have been a steady source of conflict between the states of Colorado and Kansas. This conflict was, and is, inevitable because of the development of irrigated agriculture in the Arkansas River Valley. The more water the valley in Colorado uses, the less water there is for people in Kansas. The problem is compounded by Colorado's water law, the Doctrine of Prior Appropriation. An agricultural extension agent explained the law this way:

> When the first pioneers came into this area, they diverted some water for irrigation and for mining--mostly for mining. The water-rights law developed as a result of money. One man would come in and he would divert a stream up in the mountains around to his mining area where he would wash out his gold, then somebody else would divert up above him. After this happened a few times, why, sometime the guy way down low wasn't getting any water even though he was the first one there to divert water. So the doctrine of prior approapriation was developed which said that the first in time is the first in right so that the oldest right on a stream would get the water first. If the senior right is upstream, all he has to do is divert the water. If he is downstream from junior rights, then he has to call the other rights out, if he isn't getting his water.

> That is a call on the river: the most junior right shuts off to try to give the next one the water, and so on down the line.

In 1936, an attempt was made to settle the disputes between Colorado and Kansas in the form of the Arkansas River Compact. Part of this compact involved creating a water pool, the John Martin Reservoir. This pool was built both as a flood-control measure and as a reserve for irrigation needs. The compact, however, did not settle the matter of conflicting water rights between the states, so it was renegotiated between 1945 and 1948. During this time, another problem entered the picture.

The Federal Fish and Wildlife Service asked the Compact Commission to allocate 10,000 acre-feet of water for a permanent pool for recreational purposes. Instead, the Commission ordered the staff of the Colorado Water Conservation Board to study both what this would involve, and what the people in the area wanted.

The Water Conservation Board found that in order to establish a permanent pool, the following would have to be done:

(1) The legislation authorizing John Martin Reservoir would have to be amended; this amendment would have to allow taking water out of the flood-control pool for use in the permanent pool.

(2) The Division of Wildlife in Colorado would have to purchase enough water rights to fill the permanent pool.

(3) If creating the permanent pool involved changing existing points of diversion, the changes would have to be approved by the State Water Court and all interested parties would have to he heard.

(4) The operation of the permanent pool would have to be approved by the Army Corps of Engineers, the Arkansas River Compact Administration, the Colorado State Engineer, and the Colorado Water Conservation Board.

Creating a permanent pool, then, would involve a lot of red tape. The Colorado Division of Wildlife began meeting these requirements, but their efforts were slowed in 1965 by the U.S. Congress, which passed a bill to safeguard the agricultural users of Arkansas River water. Although the 1965 bill allows the state to purchase the water rights necessary for establishing and maintaining a permanent pool, the bill says that the State of Colorado can only do this if the rights of irrigators in Colorado and in Kansas aren't diminished or impaired. In other words, the recreation users can't be given preference over agricultural users.

Since 1965, the Division of Wildlife has been trying to purchase enough water for a permanent pool, but it has been only partially successful. Part of the problem is that the Arkansas River is over-appropriated -- there are more water-rights than there is water. This means that water-rights are hard to buy,and when they are put up for sale they command a high price. For example, the state offered to purchase the water rights of the Las Animas Ditch Company at a price of $550.00 per share. This offer was flatly rejected and the farmers sold their rights to another irrigation company for $750.00 per share. Buying the water for the pool was therefore turning out to be much more expensive than the Division had anticipated.

The Situation Today

Turning John Martin Reservoir water into a permanent pool hasn't been accomplished yet: after almost 40 years, the pool is still being negotiated. Even if the Division of Wildlife is able to purchase the water, the pool will have to be approved by the Arkansas River Company Administration. What this will entail in anybody's guess. The state of Kansas may take the position that such approval is beyond the authority of the Compact Administration and may require the compact to be renegotiated if the Administration goes ahead and approves the pool. Or Kansas may simply refuse to approve it, in which case Colorado would have to appeal to the U.S. Supreme Court. Furthermore, although storage space for the pool was established by Congress and the Division of Wildlife has purchased some water for it, there is still the legal problem of how and where to divert water to fill the pool.

By far the biggest problem in establishing a permanent pool, however, is the question of how this will affect local residents. Critical to this is the question of whether John Martin Reservoir should have as its main function the providing of irrigation water for agriculture or the providing of recreational facilities for the area's residents. Public opinion is divided on this topic. Those who favor recreational facilities are in the minority:

> I am sure that most of the people in our area favor the rentention of water for recreational purposes but the problems of John Martin are so great that we may have to consider an alternative place, such as the Grande or perhaps the Blue Lake, which is part of the reservoir system of Fort Lyon.

Part of the opposition to a recreational facility at John Martin seems to be a fear that the water may end up being diverted to another locality altogether:

> We feel that we are entitled to some recreational facilities within this region but we most emphatically request that the water purchased by the state for this purpose be retained in the southeast Colorado area.

The majority of residents, however, are concerned about the possible impact of a recreational pool on the agriculture of the region. As one Otero County farmer said:

> It is going to reduce the value of our agricultural land. I think a gut decision is going to have to be made, particularily by the people who live in these valleys, like the Arkansas Valley and the Platte Valley, as to what they want. Do they want a bunch of ghost towns and a valley of salt rats from Pueblo to the state line? That is a decision that I think we have to come to -- whether we want to retain water for recreation purposes or sell it back to agriculture somewhere along the line.

Another farmer agreed:

> Agriculture is the biggest industry that Colorado has. We have a world-wide food shortage today. We also have a great economic problem throughout the nation. The state should get water, in my opinion, from sources besides our agricultural land. I think that we should build control dams on all our rivers and streams to stop this from happening and to conserve our water. As far as this Catlin Canal thing, I think the Division of Wildlife should retain this water temporarily.

The city of Rocky Ford is as concerned about this issue as any other community, if not more so. The city gets a lot of its water from the Catlin Canal. So far, the Colorado Division of Wildlife has bought 11% of the water in the Catlin and this has worried the city:

> Our concern in Rocky Ford -- the Catlin Ditch comes out between Manzanola and Fowler and encompasses a big area south of Rocky Ford -- is that the ditch is vital to the economy, welfare, and the jobs and employment in Rocky Ford and the surrounding area. Without water on the land,

> Rocky Ford would look like Tempest or Higby or Bloom; it would be dried up. We have a tax base, the county of Otero has a tax base, that depends on the productive capabilities of the land and without that we are nothing.

The concern of area residents prompted the ditch companies to urge the Division of Wildlife to keep the water for agricultural purposes. The outcome of this appeal was reported on in the Rocky Ford Gazette:

> Representatives of all Arkansas Valley ditch companies spoke in favor of returning Catlin Canal water, currently owned by Colorado Division of Wildlife, to agricultural use Friday during a hearing at Pueblo. The occasion was a July meeting of Colorado Wildlife Commission during which a group of citizens from Lamar and Los Animas spoke opposing proposed resale of the water, which was purchased by the state two years ago for use to augment the permanent pool at John Martin Dam, east of Los Animas. Commission members adopted a resolution not to sell or transfer any water on a permanent basis but to continue to lease state shares of Catlin water for farming use pending further study.

In view of the opposition to using John Martin Reservoir water for a recreational pool, a compromise plan was agreed on in October of 1975. As the Gazette reported:

> An experimental winter water storage program will go into effect December 1. That was the consensus of representatives of canal and irrigation companies located between Pueblo and the John Martin Dam during an October 31 meeting in La Junta. Even though a consensus was reached plans are by no means final, with participation of each company in the plan dependent on ratification by board and share holders. The plan calls for the storage of 50 per cent of the winter water that would normally be diverted by the various canal companies. An ongoing record of water in storage will be kept. This water will be on call for the various companies at those times when irrigation is most beneficial to the crops. Due to the intricacies of the water agreement, and in order to assure that no company is in any way short changed, the committee of canal and irrigation company representatives voted to designate themselves or their duly appointed company successors as a board. The board will meet monthly, or more often if necessary, to ascertain the effects of the program. They will also initiate any changes required in the experimental program in order for it to remain equitable to all.

All this controversy over the John Martin Reservoir water illustrates how important water is to communities in Colorado. It also illustrates an important fact -- that in real life, politics and economics go hand in hand. As one agricultural extension agent remarked:

> I took the water legislative committees on a tour of the state in 1969. In the elections of 1970 I think most of them got beaten. This is routine, water committees who are afraid to get into trouble, who are scared. There is a lot of money in water rights. Lots of money in speculation and speculators really don't want water problems worked out because that would reduce the amount of money that they could get out of it. Such people, they are no longer so unsophisticated that they attempt to buy off legislators, but they scare off legislators by threatening to put a big chunk of money into an opponent's campaign.

Furthermore, the final outcome of this issue can deeply affect the future of Rocky Ford because water, as we have seen, is critical to the city's existence today, and its growth in the future.

The Cultural System

A stranger coming to Rocky Ford to ask local residents what they think about their community would hear responses like these:

> Rocky Ford is a small town and you could not find finer people, or greater people, or more wonderful people than in Rocky Ford.

****

> People have more of a community sense here, and yet at the same time I think they are more individualistic.

****

> One of the problems of a small town is you're not going to find 20 or 30 people who are going to put out a consistent effort. You sometimes get jealousy because in a small community you are going to see the same people popping up in different organizations. The same guy who is the city councilmember is going to show up on the school board later and that is simply because he is one of the guys or gals who will step forward and say, "Sure, I'll do it."

****

> There is no finer place than Rocky Ford to make your home. It is a small town and lacks a lot of facilities, but at the same time you have a lot of freedom.

****

> I think the thing about Rocky Ford is everybody knows you and it is not like living in the city where you are really anonymous. In one way it is really nice knowing what everybody is doing and in another way you feel like you are living in a goldfish bowl.

Each of these statements says something different about Rocky Ford, reflecting the individual values and feelings of the speaker. The reason for some of the responses has already been suggested earlier in the profile. There are fewer stores in Rocky Ford than in Denver because Rocky Ford lacks the economic base and the population to support many stores. Because of the absence of many controversial political issues, citizen interest and participation in Rocky Ford's political system is usually limited to a few individuals. But what about comments simply praising Rocky Ford as a place to live, or objecting to the "fish bowl" atmosphere here? These statements arise not so much from economic or political facts of life as from peoples own values and opinions. In turn, these values and opinions have been formed through people's relationships with their family, their schools, and their churches, clubs, and organizations. It is through these institutions that people learn and develop their attitudes, values, and beliefs. These are the elements that comprise Rocky Ford's cultural system. Yet as any visitor to Rocky Ford can see, there are several different subcultures in Rocky Ford. Perhaps the largest group with similar values is the Anglo group, comprising about 70% of the population in the Rocky Ford area. The Anglo subculture in Rocky Ford reflects the values of "middle-America," with its emphasis on hard work, frugality, and an appreciation for the value of education. Yet trying to lump all Anglos in the same category according to their values and outlook on life would be futile, and it would overlook the individuality of Rocky Ford residents. Even residents of Japanese descent are often linked with the Anglo group as part of the same subculture. Indeed, there are very definite differences between members of this group and especially among the young. One student described the differences in this way:

> Among the Anglo community, you basically have your cowboys and rodeo people with boots and hats and belts with their names on it, and then you've got the business type people. That is a pretty strong division there. It's really noticeable.

Aside from this part of the Anglo subculture, Japanese-Americans may be linked with the Anglos, sharing as they do many of the values and attitudes with Rocky Ford residents of European ancestry. In fact, much of the traditional Japanese culture entering the Arkansas valley with the earliest Japanese immigrants has been lost. Most young people of Japanese descent today speak only English, while their grandparents speak only Japanese. For this reason, the traditional Japanese culture cannot be easily transmitted from generation to generation, and much of it has been replaced by Anglo-American values.

Another way the Anglo subculture has been identified is according to people's attitudes toward the Spanish-surnamed. Discrimination aimed at the Spanish-surnamed population of Rocky Ford is recognized by many — Anglo and Spanish-surnamed alike, as this comment from a Spanish-surnamed individual suggests:

> I think the Whites separate mostly into two groups — the ones that look down on us and the ones that don't.

The other major subculture in the Rocky Ford area is comprised of the Spanish-surnamed population. The first Spanish-surnamed people in the Rocky Ford area — aside from an occasional cowboy or ranch hand — came to the area as farm laborers. At first they came on a seasonal basis, and later, many decided to settle here year around. The Spanish-surnamed population in Rocky Ford, which began to grow shortly after 1900, cannot be easily categorized any more than can the Anglo population. There appears to be three major divisions within the Spanish-surnamed population. One part of this subculture is composed of early migrant workers and their families who came originally from New Mexico. Northern New Mexico has a rich Spanish heritage dating from the Spanish colonization of that area over 300 years ago. Rocky Ford residents who are descended from this culture and who came from New Mexico still carry on with some of the traditional Spanish customs and ways of life, although these are being changed through close association with the predominant Anglo culture of Rocky Ford. A second group within this subculture is composed of families who came to Rocky Ford as migrant workers from Mexico. Because of the language barrier, many of the older Mexican-Americans in this group have been largely isolated from the Anglo culture, but their children, like those of the Spanish-Americans, are becoming more and more influenced by their Anglo neighbors.

Although there are many similarities among the Spanish-Americans and the Mexican-Americans, there are significant differences as well. Spanish-Americans are descendants of early Spanish settlers in the American

Southwest, while Mexican-Americans came from a culture with a large Indian component. The two cultures have been isolated for several hundred years, and differences in language, food, and customs have developed. In addition, Spanish-Americans have often been in contact with the Anglo culture longer than have Mexican-Americans, and for this reason, Spanish-Americans have often adopted Anglo values which Mexican-Americans accept only after being in the United States for many years.

In many ways, the Spanish-surnamed population as a whole shares many cultural values of the Anglo subculture. Education is seen as a road to advancement, although many Spanish-surnamed people have little formal education, and many of their children question whether education will provide them the same opportunities for advancement as for their Anglo counterparts. Religion is an important part of life for many Spanish-surnamed families, although the influence of the Catholic Church today is less than it has been in the past; relatively few Spanish-surnamed families are Protestants. Because of their close contact with Anglo values regarding the importance of material goods as a measure of prosperity and happiness, Spanish-surnamed people, like Anglos, strive to acquire good housing, cars, and clothing.

Yet despite the growing similarities between the Anglo and the Spanish-surnamed subcultures, there still exist important differences. One group of people -- the Chicanos -- is trying to emphasize those differences and to encourage a positive recognition of the Spanish and Mexican heritage of Rocky Ford's Spanish-surnamed population. More politically active and vocal than the other Spanish-surnamed groups, the Chicano subculture in Rocky Ford is still very small. The efforts of the more radical Chicanos to improve the economic and social conditions of the Spanish-surnamed in Rocky Ford have not met with great support. One Spanish-surnamed individual describes local attitudes toward this group:

> Among the Mexican-Americans there is a small minority who are Chicanos -- the radicals, the troublemakers -- and the other, larger portion of Mexican-Americans who don't want to have much to do with them.

These, then, are the major subcultures that give Rocky Ford its own personality. Yet culture, including values, beliefs, and ways of life, must be learned from generation to generation. For this reason, culture cannot exist independently of those institutions which teach culture. The most important of these is the family.

The Family

The family is the most important "teacher" of culture in our society, for it is in the family unit that children learn most of the values and attitudes they will hold throughout their lives. Although these values can and do change over time, the values formed in childhood are the foundation upon which all other cultural values must be based.

It would be difficult to generalize as to the values taught in Rocky Ford homes, and impossible to identify all of the differences among families. A few generalizations, however, can be made.

Anglo families tend to encourage cooperation within the family, and competition outside the family. "Getting ahead" in life is important, and one way to succeed is through education. Thus, success in school is important to most Anglo children, both in class and in extracurricular activities. Anglo families tend to be small, with usually two to three children in each family. Because families are small, Anglo families do not tend to have many relatives living in the same town; relatives tend to be located in other towns and cities.

Family size is one of the major differences between Anglo families and Spanish-surnamed families. Spanish-surnamed families tend to be larger, and often grandparents, aunts and uncles, cousins, or other relatives live in the same town. These extended families are not so common today as in the past, and even though large families do not live together under one roof, as much as in the past, they tend to socialize together, as this Rocky Ford resident notes:

> In the Mexican-American community, this is the impression I get. A lot of people that live here are related. Everybody is somebody's cousin or somebody's niece or nephew and so on, and some members of the same family are better off than others. They have a nicer house and their kids do better in school and you might find them both in the same family, so you see them all still getting together and socializing at things like weddings, and family reunions. They throw big dinners and everybody goes. That church is packed all the time because somebody is having something. I think that they interact a little more freely than the Anglos.

The family plays a very important part in the cultural values of the Spanish-surnamed in Rocky Ford, as a local doctor suggests:

> Well, one thing about them, they have a very deep sense of human responsibilities. They think it's the worst mark on the family structure to have to put one of their members in a nursing home. That just demoralizes the heck out of them. They take care of their own. They have a very deep sense of personal human responsibility, it's admirable. And they get a terrific sense of satisfaction and enjoyment out of simple things. They just know how to enjoy life.

Just as generalizations about the cultural values of Anglo families can be misleading, generalizations about the Spanish-surnamed population may not adequately represent the values of all Spanish-surnamed families.

Spanish-surnamed families do tend to have qualities in common. In these families, the mother is an especially important influence, giving emotional support to all family members, and taking on the principle duty of raising the family. In the Anglo family, children are usually aware of and interested in the father's occupation, but this is less likely to be the case in a Spanish-surnamed family. Families in both subcultures depend on one another for support, but the concept of family for the Spanish-surnamed extends beyond the "father-mother-children" view of the family. Other relatives in the extended family make up an important part of the family's social contacts, and entertainment, recreation, and celebrations usually include the larger, extended-family unit. This is one reason that few Spanish-surnamed people belong to many clubs and community organizations. The social functions that these organizations serve for Anglo individuals is largely provided by the extended family. This kinship bond may also explain why Spanish-surnamed people have not become actively involved in the political system in Rocky Ford. Traditionally, political decisions in Spanish and Mexican villages were made within family or kinship groups. A family participated in political decision-making through family ties to village leaders. In Anglo communities, these ties no longer exist.

The Anglo culture has also had an effect on the traditional celebrations of Spanish-surnamed families. Holidays declared bv law reflect the Anglo past, and traditional church or national holidays in Mexican or Spanish-American villages become just another work day in America. Spanish-surnamed people, however, are a festive people, and family celebrations aften revolve around something new gained by the family, such as a new house, a new car, or even a new baby.

The importance of kinship bonds has brought about a feeling of closeness among Spanish-surnamed families, and sharing among relatives outside the immediate family is expected. For this reason, those who excel in any way that involves leaving the family group behind may be resented. This can occur when a man earns more money than, and advances himself, economically, to a greater extent than his peers. This success may be viewed as an abandonment of both the man's culture and his extended-family ties.

Although there are differences among the family values of Rocky Ford cultural groups, there are similarities as well. As happens in all communities, some families in Rocky Ford are unable to provide for the emotional needs of children, as this Spanish-surnamed student suggests:

> Q: Could you say if there is any difference between the Anglos and Spanish-Americans in terms of the kinds of problems and the kinds of attitudes that the parents have toward the kids?
>
> A: Not really, no, there is really no difference. The Anglos have the same problems as the Mexican kids do. They have the same types of problems. They also think that their parents don't care enough for them. I have had many Anglo kids tell me that they wish their father or mother would haul off and knock their teeth out; at least they would know that they cared for them. But they say, "No, here is twenty dollars, you go your way and leave us alone and we will go our way." Their problems are just the same as the Spanish kids.

Another Rocky Ford resident summarizes a problem that some families face -- a lack of respect and cooperation among family members:

> In this day and age, there is so much lack of respect for parents. The kids seem to tell their parents what to do. To me this is sad because I think that parents should teach their children from the time they are born, really. You have to start teaching them a lot of love and protection so that the children will know that they can come to their parents whenever there is any problem that they may have. There seems to be this lack of love and cooperation between the parents and the kids, so the kids naturally feel that they are not loved or wanted or that they are in the way, and so they do bad things to get the attention of the parents to see if the parents really care. I had three runaway girls and one of the

> girls was real sad and she even cried because she said that the parents of her two friends cared enough to send the police looking for them, but her mother never cared because the police never went looking for her.

Yet even in families that give children love and affection, families cannot always provide the kind of skills and knowledge that young people need in order to cope with big city life. One young adult expresses the limitations that growing up in a small town can impose:

> Q: Have you thought what it will be like after you graduate?
>
> A: That is the hard part. I don't think you can picture yourself becoming mature enough to be on your own. You depend a lot on parents. Kids have everything they want, and then they go out on their own, and it is hard, I think. There are times when kids come back because they can't make it on their own, they are not mature enough to do it.

As hard as many families may try, some Rocky Ford young people, from all cultural backgrounds, find it difficult to adjust to life in cities, as this local teacher suggests:

> Our kids are running into kids their own age from big cities who are much more sophisticated and have done a lot more and been exposed to a lot more than these kids have here. This is not a cosmopolitan town. I think this is the thing that is really going to hold back this community, and it does. It is going to take a kid here moving anywhere else a lot longer to get his feet under him and to understand what is happening. It is kind of a shame, really. They are not socially prepared.

As important as families are in the cultural life of Rocky Ford, other institutions have a great role to play in determining the community's cultural character. Among the most important of these is the public school system.

The Schools

As in most small, rural communities, the school system in Rocky Ford is an important institution for bringing the community together. The schools must serve their intended purpose of preparing children and young people for life as adults. But in a small town, the schools do much more. Because of the lack of recreational facilities, Rocky Ford residents turn to the schools for entertainment, and school events provide the focus for bringing people together. One resident expresses the feeling this way:

> The schools are the one bond this whole community has. If you are going to take the whole city and ask "What holds Rocky Ford together?", that is probably it. The sports particularily: football and wrestling.

During the 1975-1976 school year, the Rocky Ford school district will spend over $2,200,000 for 1975 students in four elementary schools, a junior high, and a senior high school. The community's opinion as to the quality fc education provided in these schools varies from parent to parent, and from student to student. There is no consensus as to whether the schools are doing a good job or a bad job, although most Rocky Ford residents lean toward the belief that the schools are doing an adequate job of educating Rocky Ford's young people.

Opinions can range, however, between two extremes. One high school girl expresses her satisfaction with the schools in this way:

> Q: What do you see as being important or significant about the school system in Rocky Ford?
>
> A: It's mostly the teachers. They're real outgoing, and, well, I don't know -- they are always there to help.
>
> Q: Are there things you would like to see changed?
>
> A: No. not really.

Another high school girl has just the opposite view, as expressed here:

> Q: Could you tell me something about the educational system here in Rocky Ford? What do you see as being important or significant in your education?
>
> A: Well, I think that the teachers are here to teach the kids just a way to get along in life, but I personally don't think that most care whether you go on to college; I think they just teach you so they can get you to pass the class. I don't think they really want you to make something of yourself.
>
> Q: Was that true just in high school, or was this true further down in the lower grades?
>
> A: Well, I think in elementary school from first through third, they're really trying to teach you something, so that you can make it in junior high. But as far as high school, to get out in the community, I don't think they really care.

Of special concern to Rocky Ford parents recently has been the apparent inability of many school children and high school graduates to perform basic skills. This concern is expressed by a local resident in this way:

> It seems to me that when a person graduates from high school they should be able to read, write, do simple mathematical calculations, but our students can't. They can't function on this level. There are those that can, and these usually are the exceptional students, but the average student. I would guess may reach a third grade reading level,if that, and the above-average students do well because they are intelligent, they have good backgrounds, good homelife and they would do well anywhere.
>
> I don't think it would matter what kind of system it was. For the average student, it is just a wasteland.

Statistics gathered for the 1973-1974 school year confirm that Rocky Ford students, on the average, have lower reading and math abilities than the average student in nation-wide testing. By the third grade, Rocky Ford students are from one to two months behind the national average in math and reading skills, according to the Consolidated Report on Elementary and Secondary Education in Colorado, 1975. By the eighth grade, Rocky Ford students are nearly a full year behind the national average. By the end of the junior year in high school, between 55% and 58% of American youngsters scored higher on reading and math tests than those in Rocky Ford's high school. Part of the reason for these lower-than-average scores may lie in the low-income situation of many Rocky Ford families. Statistics show that children from low-income families usually score lower on achievement tests than children of the affluent. This may be because low-income families often have little education themselves, and do not encourage their children to excel in school work. These are only generalizations, however, and do not apply to all children or to all families.

Partly in response to the below-average reading and math scores of Rocky Ford youngsters, and partly in response to efforts to give special assistance to Spanish-surnamed children, a bilingual-bicultural program has been adopted in Rocky Ford in grades kindergarten through third grade. The program began in Rocky Ford in the fall of 1974, with financial assistance from federal and state sources. The Spanish-surnamed children in the school district account for nearly 50% of all enrollments, considerably higher than the 30% of the general population that is Spanish-surnamed. The bilingual-bicultural program is an attempt to give Spanish-speaking children an opportunity to improve their English-speaking skills, and for both Spanish-surnamed and Anglo children to better their appreciation for the Spanish and Mexican language and culture.

The reaction of the community to this new program has been mixed, and it reflects some of the tensions that exist between the Anglo and Spanish cultures. One Anglo individual offered his opinion here:

> I don't think it is really needed. We are in America and the language we should teach and the ways of life we should teach should be American, and I don't think we need the Spanish.

Other individuals, both Anglo and Spanish-surnamed, feel differently. One local Anglo resident described his feelings in this way:

> It is not only to help the youngster but also to help the adults in the community. Not only is the Mexican-American child benefiting from the program, the Anglo child is also benefiting in that they will understand each other more and there will be more harmony within the community, trying to live together.

Still other people hope that the new program will make Spanish-surnamed children more appreciative of school in general, as this resident suggests:

> I think it can be implemented on all levels so that kids grow up with it. I think that their whole attitude toward the whole school system will change.

If the bilingual-bicultural program is continued, it may help children of all cultural backgrounds to become more aware of the cultural diversity of Rocky Ford.

An important role of the school system in any community is to help prepare students for their future lives as adults. To help students better prepare themselves for future jobs, Rocky Ford High School offers a wide range of vocational-education programs, both through the high school itself and through the Central Arkansas Valley Occupational Center (CAVOC) located in La Junta. The high school offers vocational training in five areas.

The first area involves agricultural education. This program is designed to prepare the student for farming, ranching, or agribusiness related occupations. The high school has its own farm plot where students can learn through actual farming experience. Another area of vocational education is business and office education. This program is designed to give students practical skills related to office management and secretarial skills. A third area of the vocational program is distributive education. This program is designed for students interested in marketing and selling, while a fourth area is home economics, which has expanded to include jobs related to food services, the garment industry, home decorating, and child care professions. Another area concerns health occupations, and through a special program with the cooperation of Pioneer Memorial Hospital, students are offered the opportunity to train as nurses' aides. In addition to these courses offered at the high school, students may take courses offered at the Central Arkansas Occupational Center (CAVOC). Eleven programs are offered at CAVOC, including building and grounds maintenance, data processing, nursing aide, auto mechanics, drafting, surveying, electronics, masonery, welding, machine-shop work, and child-care assistance. CAVOC programs are funded through the pooling of resources of surrounding school districts, in an effort to defray costs of providing this type of special training.

The vocational training programs offered through the high school are popular among students, and during the 1975 fall term, 53 of 122 seniors were enrolled in vocational-training courses. A former student who did not take part in the program regrets missing this opportunity, saying:

> If I was starting over again, I would get into a class where I could learn bricklaying or welding, so I could go out and look for a job here.

Current Issues: School Discipline

In the spring of 1975, the lack of discipline in Rocky Ford schools had reached what many considered to be severe proportions. Special meetings were arranged to discuss the problem with parents, students, and school officials, and by fall, 1975, guidelines were prepared to deal with disruptive behavior in the schools.

The lack of discipline among some students, especially in the high school, has its roots in the economic and social fabric of Rocky Ford, and isolating one particular cause would be difficult. Whatever the reasons for discipline problems, whether they arise in the family, the economic system, or the social relationships among young people, they result in a lack of repsect for teachers' authority in classrooms.

One local resident summarizes this lack of respect among some young people in Rocky Ford:

> What is the matter with some of these kids is that 'mother' lets them get away with a lot. A lot of these kids don't respect their teachers, they don't respect their elders at all.

Even students recognize that some of their peers lack respect for teachers:

> A lot of the students talk back to the teachers, a lot. I think the teacher should demand more respect and let the student know that the teacher is the authority.

Discipline in the schools has become a common enough problem that it has, according to some, become almost an expected part of school life. A local teacher summarizes this attitude when she says:

> In the past, the schools had an attitude that you were going to behave and you did. I think it is totally different now. I think the schools expect you to misbehave.

Yet even though the lack of discipline is widespread, teachers tend to agree that problems are caused by a small percentage of the students. Discipline problems are not limited to Anglo or Spanish-surnamed students, although in the upper grades, more serious problems seem to involve Spanish-surnamed students. Two teachers in the high school describe the problem in this way:

> Q: Do these problem kids tend to be Anglos or Mexican-Americans?
>
> A: Mexican-Americans.
>
> Q: In what level? What percentage?
>
> A1: At least mine. My students were primarily juniors and seniors, and the more serious problem students that I had were Mexican-Americans.
>
> A2: With the most serious problems, that is generally the case. At my age level, mostly freshmen, I would have to say some of my hardest-to-control classes were my classes that were primarily Anglo as far as being gabbier and more restless and this sort of thing. As far as just general little irritating things in the classroom I would say it is about half and half, leaning maybe a little bit more toward the Mexican-Americans, and mostly the boys. I did not have very much trouble with girls.
>
> A1: Girls that I had are very well behaved, usually, and that is very true with the Mexican-American kids.

A Spanish-surnamed adult in Rocky Ford tends to agree that Spanish-surnamed boys often have discipline problems, and explains the reason in this way:

> Q: In terms of the discipline problem, do you feel it is one-sided? Is the discipline problem more Mexican-American than Anglo?
>
> A: To some extent, yes. Chicanos tend to mature quicker than Anglos. You take a couple of 15-year old boys, one Anglo and one Chicano. The Chicano has been through so many struggles in life, no money, no food, having to scrape. Once, I couldn't afford tennis shoes, and had to tell the teacher I couldn't have tennis shoes. Each one of those encounters every year with teachers tempered me more and more. So by the time Chicanos are 15, they are more mature. So when the teachers in high school come to discipline a Chicano, they don't understand that consideration, they treat them like kids. And by the time Chicanos are 15, they feel like men. They will accept any punishment, to the point of going to prison or to a reformatory, rather than give up their manhood. And I see that happening at the high school a lot. By the time they are in the 12th grade, these teachers can't tell them anything. Their counterparts don't think anything of running around the track 100 times backwards for drinking beer the night before a football game. They accept that kind of punishment. The Chicanos just say, "no way." They never get to the point to being on the football team anyway.

Despite the attention that the discipline problems in Rocky Ford have received, some teachers feel that maintaining discipline is a serious problem in most schools, and that Rocky Ford is making progress in dealing with the problem. These views are expressed by a Rocky Ford teacher in this statement:

> The discipline at school from my observations isn't any worse than it is in most schools. The fact that we recognize this in Rocky Ford and are attempting to deal with it in a positive manner is encouraging, instead of covering it up. We obviously do have discipline problems.

As students, parents, and school personnel begin to work together toward a solution to the problem of discipline in Rocky Ford's schools, positive results should be expected. Like all conflicts among people, a proper understanding of the problem is the first step in trying to solve it. In the past, blame for the problem has been passed back and forth between home and school. A local resident expressed this barrier to solving the problem in this way:

> We had a meeting here a while back and the schools were blaming the parents and the parents were blaming the schools. I guess we are so close to the situation that we can't understand what the real problem is.

Once parents, students, and teachers begin to identify the real problems, they can begin to take measures to solve them. The new discipline guidelines now in effect are a step in this direction, and school officials report that discipline problems are decreasing.

School Drop-Outs

A persistent problem in all schools is the problem of drop-outs. In Rocky Ford, 22% of all students entering the seventh grade will drop out of school before graduating from high school. When this figure is broken down according to ethnic background, an even more disturbing picture emerges. While 15% of all Anglo students will drop out of school between grades seven and twelve, the figures is 31% -- more than double -- for Spanish-surnamed students. These figures seem high, and yet they are still below the state averages, which are 19% and 35%,respectively.

The reasons behind students' dropping out of school are, once again, difficult to determine. Some community residents see the school as being at fault for the drop-out problem. One local resident expresses this attitude:

> I think that the drop-out rate is high in Rocky Ford partly because the school system doesn't really adapt to their needs, doesn't really give them what they want and need to survive in the community. So it is not relevant to them.

Yet the school system is only partly to blame for school drop-outs. Despite their efforts, schools cannot always overcome the liabilities that some children bring with them when they begin school. These liabilities are caused by the economic and social circumstances in which many young people find themselves. A local teacher describes this kind of situation:

> Q: What about the drop-out thing?
>
> A: At the junior high, most of our kids are only up to 15 years old, so we really don't have the amount of drop-outs as they would up at the high school. But we have had a lot of kids drop out on us literally about the second grade. These are kids that are coming in and the school has nothing for them except a chance to get away from home, to meet their friends, or because the probation officer says you must be in school.
>
> Q: Who are these kids, who do they tend to be?
>
> A: A wide variety. It is hard to pin them down to any racial, social, or economic level. We have, of course, a number of the Mexican-American kids who think that they are going to go on welfare and they will openly and freely tell you that there is no use for me to learn any of this. "I am going to go on welfare." These are 8th graders, approximately 14 years old.

Yet once again, no definite criteria can be established to predict which students will drop out of school and which will succeed. For those who do drop out of school, however, many find that jobs are scarce and low paying, and that the opportunities for job advancement are very limited. The experience of a young, Spanish-surnamed woman from Rocky Ford is typical of many who drop out of school:

> Q: Did you graduate from Rocky Ford?
>
> A: I did not graduate, I dropped out when I was a Senior.
>
> Q: You went all the way through until then? Why did you drop out?
>
> A: I really don't know that I could say. I was really not that interested in school so maybe that is why.

Q: Did you leave Rocky Ford after you dropped out?

A: For a few months.

Q: Why did you come back?

A: I don't know, I guess mainly because I did not have an education.

Q: Did you go somewhere in Colorado?

A: Denver.

Q: What did you do while you were gone?

A: Nothing. I did not work.

The problem of drop-outs in one which is only partly the responsibility of the schools. In fact, it is a symptom of problems that only the Rocky Ford community -- and society at large -- can solve.

Churches, Clubs, and Social Organizations

Schools in Rocky Ford play an important part in the cultural life of the community. They help instill the cultural values of the community in Rocky Ford's young, as well as providing the community with a common meeting ground for school-sponsored sports and entertainment. Equally important to the community's cultural life are the local churches, clubs, and service organizations. These social groups provide Rocky Ford residents with the opportunity to share ideas and beliefs, and provide important social and recreational functions. Large cities provide many kinds of social diversions, but small towns like Rocky Ford depend on their community organizations to provide social contacts, which gives small towns a sense of community spirit not found in large cities.

Rocky Ford has over twenty churches of different denominations. The Catholic church is attended primarily by the Spanish-surnamed population, and is the single largest church in the area. The Protestant churches have primarily Anglo congregations. The large number of Protestant churches is a result of doctrinal differences between churches, and some of the churches have small congregations that disagree on different points of religious teaching. Because many churches are small, many men and women in Rocky Ford have an opportunity to participate in leadership roles in their own churches. Despite the differences among church teaching, many local churches cooperate in the Ministerial Alliance, which pools the resources of local churches for the purpose of social and community-service activities.

Because there are many churches in Rocky Ford, no single church exerts a strong influence in determining community decisions -- no single church exerts a great deal of political or economic influence in Rocky Ford. Yet local churches provide more than religious instruction in Rocky Ford. They also provide, through church-related organizations, the opportunity to interact socially in religious education or community service groups.

Although churches are an important part of the social and cultural life of many Rocky Ford residents, church membership and attendance is not a prerequisite for participating in other community affiars, and

Rocky Ford residents are not ostracized if they are not church members.

In addition to area churches, Rocky Ford clubs and organizations of all kinds bring people together to share common interests and ideas. In these organizations, Rocky Ford residents have the opportunity to meet with friends, form informal alliances for economic and political matters, and reinforce traditional cultural values, attitudes, and beliefs. These organizations are also important sources of information, where people learn about important happenings in the community.

These organizations include special interest organizations,such as Weight Watchers, and the Arkansas Valley Fair Association, lodges and secret organizations, such as the Elks and the Masonic Lodge, service organizations, like the Rotary Club and the Jaycees, women's organizations, such as Altrusa and Friends of the Library, and youth organizations, such as 4-H and Boy and Girl Scouts.

All together, there are nearly 100 separate civic, fraternal, professional, and social organizations in Rocky Ford, in addition to nearly 30 church-related organizations.

As important as clubs and organizations are to many Rocky Ford residents, those who join local organizations are predominantly Anglo. There are very few clubs and organizations that have a large Spanish-surnamed membership, and most organizations have none at all. The exception to this involves the veterans organizations, such as the American Legion and the VFW, These organizations have both Anglo and Spanish-surnamed members, and Spanish-surnamed men have attained leadership roles. In most other organizations, however, Spanish-surnamed individuals do not participate.

Community Problems

Most residents of Rocky Ford enjoy living in the community. For many, the small town atmosphere offers a pleasant contrast to the problems of city life. At the same time, community residents recognize that Rocky Ford has its own share of problems. Like most problems involving people, these have their roots in cultural and economic differences, and that community efforts to better understand and accept cultural differences, and to improve economic conditions and opportunities, will be needed to solve these problems.

Cultural Conflict

One of the most common community problems in Rocky Ford is the conflict between the Anglo and the Spanish-surnamed populations. Conflict between cultural and racial groups is,unfortunately, a common occurrance in communities with large minority populations, and Rocky Ford, with its 30% Spanish-surnamed population, has not been immune from this.

The first sizeable influx of Spanish-surnamed people into the Rocky Ford area came in the first two decades of this century, as farm workers from New Mexico were hired as field laborers on Rocky Ford farms. The Spanish-surnamed workers had different customs, a different religion, and a different outlook on life from local farmers. In addition, their incomes were lower, and they had less formal education than Rocky Ford's Anglo residents. The differences in the two cultures resulted, as it has in many places, in discrimination directed against the Spanish-surnamed population. The town was divided by the railroad tracks, and Spanish-surnamed families lived on the north side of town.

Few efforts were made to encourage Spanish-surnamed youngsters to attend school, and partly because of this lack of education, Spanish-surnamed people rarely found well-paying jobs. Even the local theater was segregated.

Discrimination against the Spanish-surnamed population has decreased substantially from the early days of Rocky Ford. Today, Rocky Ford residents disagree as to the amount of discrimination that still exists. Yet conflict among the two cultural groups continues. Even among the

Spanish-surnamed population, however, there is no general agreement about the extent of discrimination.

One Spanish-surnamed resident believes that conflict between the two groups is caused by the young:

> The older generation gets along. The younger generation is a different thing. I never had any trouble when I was a kid. It is just the younger generation.

In stark contrast to this feeling is the anger and resentment shown by this Spanish-surnamed young person, who rejects the idea that conditions were acceptable in the past:

> They have a two-standard thing here in Rocky Ford -- one for "us" and one for "them" -- and unless a Mexican has money, he can't cross the railroad tracks. If you are poor and you don't chime in to where they want you to, then you are a misfit. They were used to Mexicans keeping their places and keeping their mouths shut and we were used to our parents letting us go to school and never saying a work about getting mistreated. They still think that we have to be the meek, humble little Mexican walking with our sarapes over our heads so we can't hear or see nothing. That is what they have had all of their lives and that is what they think they are going to keep on having, but those times are gone. They just as well better adjust to the fact that we are not going to keep our mouths shut.

Between these two extremes is the attitude probably held by many Rocky Ford residents. Some discrimination against the Spanish-surnamed of Rocky Ford does persist, though not to the extent it did in the past. This attitude is expressed by a Spanish-surnamed man:

> I think there's still quite a bit of discrimination in the community, but it's more sophisticated. Yes, I think I've seen a lot of disguised discrimination using different terminology. It's not as open, but it's there -- you see it, feel it.

Even though ill-will between many Anglo and Spanish-surnamed people does exist, many residents feel that the situation is improving. A Spanish-surnamed woman expresses this hope in this way:

> There is still some discrimination, but not nearly what there used to be. I think people are more aware now that they need to work together and they are trying to work together.

As already suggested, the causes of cultural conflict go back into history and this is reflected in comments that recognize that prejudice is a learned behavior. Rocky Ford's young people and adults have this to say about the sources of cultural prejudice:

> Some kids were brought up to hate, and there's no way, after seventeen years, that you can change in a day. It's hard to get over.

****

> I think it all goes back to how your parents feel.

****

> The child does not know prejudice or discrimination. It comes from the adults.

Still others see a relationship between a persons' level of education and his or her feelings toward other cultures. This viewpoint is expressed in this way:

> You take the less educated Anglo, the one that worked out on the farm, who kicks up his heels at the local tavern and he is the one that is more apt to discriminate because of his lack of understanding. The less-educated Mexican is the one to discriminate and make demands and have less understanding.

Discrimination and prejudice are learned behaviors, and are not limited to any one cultural group. Even though discrimination in Rocky Ford is usually viewed as existing between Anglo and Spanish-surnamed, it can exist within each group as well as between them. An example of this involves tension between those of Mexican descent and those of Spanish descent. One Spanish-surnamed man had the following feelings:

> The ones that are the greatest discriminators are some of the Mexican people. They don't like the Spanish people or the Anglos. The Mexican people feel that they are superior to the Spanish people.

Another example of discrimination within the Spanish-surnamed community arises in the schools. Some Spanish-surnamed students, particularly the more militant ones, resent those who mix freely with Anglo students. When asked how these more militant students view those Spanish-surnamed who interact with Anglos, an Anglo studented responded in this way:

A: The Chicanos call these kids "coconuts" -- brown on the outside, white on the inside. They're coconuts.

Q: Are there a lot of those kids?

A: There's quite a few, but they are a minority.

Q: How are they viewed by the Anglos?

A: Just as the way they are, as well-rounded kids. They're not coconuts to us. I'm sure the majority of the whites will give anybody a chance. But there are some white kids that won't but we won't associate with them either. As far as we're concerned we call them Chicanos, too.

Q: You do?

A: I don't see where they get the color difference. To me a Chicano is a revolutionary. And there's brown and there's white Chicanos. The good kids come in different colors, too.

This statement suggests a complicated relationship among Anglo and Spanish-surnamed students in Rocky Ford schools. Both the Spanish-surnamed students and, to a lesser extent, the Anglo students, are divided into two groups -- those who associate socially with students from the other cultural background, and those who do not.

The issue of militancy among Spanish-surnamed students and adults is thus related to the integration of cultural groups. In other parts of the Southwest, the term "Chicano" has been accepted by many Spanish-surnamed people as an alternative to the terms "Spanish-American" and "Mexican-American." In Rocky Ford, however, the term "Chicano" has not been generally accepted. Here, the term refers not to Spanish-surnamed people in general, but, in most cases, to the more militant and politically active Spanish-surnamed. Yet this generalization is not always true. Some Spanish-surnamed students and other young people who are not necessarily militant political activists often refer to themselves as Chicanos, in accordance with the national trend.

It is a widely held opinion among nearly all segments of the Rocky Ford population that attempts by individuals from outside Rocky Ford to politically organize Rocky Ford's Spanish-surnamed population have not been successful. In fact, many political activists who have come into Rocky Ford have alienated the very people they were attempting to help. Many Spanish-surnamed people in Rocky Ford seem to resent the tactics of the more militant Chicanos. Some of the Spanish-surnamed in Rocky Ford are afraid that militancy will threaten gains that have already been won, as this Anglo resident suggests:

> The parents of the kids that are not in school have seen so much change in their lifetimes and what they will say is that it is so much better now than it was, we don't want to stir up bad feelings because things are starting to come together.

In a town that is suspicious of militancy, many Spanish-surnamed people, though they may favor social reform, are afraid of being labeled as militant. This sentiment is expressed by a local Spanish-surnamed man:

> I guess they (La Raza Unida) really had something because when they had a meeting down in this neighborhood there were some people that showed up and a few that were in the brown berets. But even if you were curious to find out what was going on you were afraid to show up there because you were going to get labeled. It has done some good but it also has done some bad for the Spanish-speaking people.

Many Spanish-surnamed people in Rocky Ford, especially the younger generation, are hopeful that the quality of life for the Spanish-surnamed population can be improved. At present, it appears that the most successful attempts at bringing the Spanish-surnamed population to a greater participation in community life will come from the efforts of local Spanish-surnamed people rather than from outsiders.

In recent years, prejudice and discrimination has been on a decline, through perhaps not at the speed some might wish. Many residents hope that, despite problems in the schools, the young people of Rocky Ford will produce a more culturally integrated society. One student reflects on young people dating:

> Q: Is there any problem with Mexican-Americans and Anglos dating in high school?
>
> A: No, I don't think there is. I have never even heard anybody gossip about it. I am looking up and down those halls and seeing all those people walking together. I am sure that there are some parents who kind of wish she had picked a Smith instead of a Morales or a Morales instead of a Smith, but I don't think it causes any problem.

Another factor that helps to end distrust and to build friendships between the cultures is the athletic program in the schools, as this Anglo student suggests:

> Most of these Chicanos, their leaders, they want to go ahead and hassle the Anglos, and they go out for sports. They're usually tough individuals and they do good. Well, the coach is really the person that they can talk to. When they're in class, they disrupt the class all the time, they do. A lot of the Chicanos go out for wrestling. They're really good, and the coach is an outstanding person. He opens his home to them any time. Because of that, he's a peacemaker. It's the coaches that they can go to, the coaches they can talk to, the coaches who bring them together. A good coach is the one who, when one kid is going strong and another kid is going strong, he puts them together. He lets them fight it out while he supervises. They learn to respect each other. And pretty soon those two kids are close. And it builds and builds and builds. It starts to build new lives and it gets strong. When I was a freshman, we had a rough time, because the kids didn't get along with each other. Now the coach has worked to where everybody's close, really close.

Conflict between the two cultures in Rocky Ford will probably continue until each culture is willing to work with the other toward a common understanding. Most would agree that the Spanish-surnamed population in Rocky Ford has been discriminated against in many areas in the past, and most would also agree that conditions are improving. A statement of an Anglo student, speaking about a Spanish-surnamed friend, summarizes the problem of cultural conflict in Rocky Ford:

> One of the leaders, he doesn't push anything, but he's looked up to, so he's one that fights for everything, for what he feels is right. He's got a lot upstairs. What I couldn't understand is why they had all that hassle, why there was fighting in the community. He told me that they wanted to be known, for people to know that they're here and to start looking at them, for good reports to be made on them. It is always in the headlines that white kids are doing everything, and they feel they have kids who are doing just as good, and want their kids to get scholarships and everything. But where does the hassle get into it? I don't understand -- why fighting? I mean, they can write the newspaper a letter, it will be published; people read the newspaper. They can do other things. But I don't see why fighting gets into it. Of course, I suppose that is the best way for people to realize that they're here. Because it really worked. But it took a negative approach. But, like I say, I don't think it's that much of a problem. The kids can work it out. Most of the kids really work it out. But there's about half the kids who are petrified, and it ruins everything for them. I think it really ruins it for them.

One Spanish-surnamed man expressed the feelings of many in Rocky Ford in this way: "Sooner or later we won't be called Mexican-Americans — We will be called Americans,"

Crime

All communities have some problems with crime. Rocky Ford, however, differs from many large American cities in that its crime rate is not rising rapidly. Aside from an 18% increase in citations issued for traffic violations, the number of arrests made annually by the Rocky Ford police department from 1972 to 1974 has remained fairly constant, at around 400 arrests per year. Nearly 40% of these arrests in 1974 involved disorderly conduct, including disturbing the peace, drunkeness, and fighting. Most arrest categories have shown little change in the number of arrests. Yet, in the same two year span, arrests for burglary nearly tripled, going from 21 to 56, and arrests for theft increased by 60%, from 22 to 35. Accompanying this increase in property crime has been an increase in vandalism. Most vandalism in Rocky Ford is undoubtedly caused by high-school boys of both cultural backgrounds. Some of the vandalism is directed at specific individuals, and some is random. A Rocky Ford teacher tells of this experience with vandalism:

> People aren't parking their cars on the street anymore. They are putting them in their garages or parking them in their back yards. I have both of mine in the back with my dog next to them. I have talked to people who have their guns right next to their pillows and if anybody messes with their property, they are going to get shot. That is what is going to happen. Somebody is going to get killed pretty soon. Some kid is going to be busy stealing gas or something like that and... You know, I had three gallons of water thrown in my gas tank this summer, besides getting the tire cut, and it cost me forty-some dollars to get my gas line system cleaned out. I have got it twice this summer and once last year I got a tire cut. And rocks thrown at the house, primarily because I am a teacher, but I don't think it is that anymore. I think it is just random.

The causes of juvenile vandalism are many, but one of the most commonly heard explanations is that young people in Rocky Ford have few recreational facilities. Some acts of vandalism have been explained by "kids have nothing else to do." Yet this explanation has not satisfied many residents who want vandalism stopped. An angry citizen expressed his personal feelings in this way:

> As far as I'm concerned, we have been pampering these kinds of kids around town for too long. I think their names should be in the paper. I think the parents should be held responsible. I think that if they are put on parole or are given one chance, they shouldn't be given a second. I think that we have been too lax all the way through.

Another reaction to local vandalism is fear. An employee of the municipal swimming pool had these remarks about vandalism, along with an assessment of the local police department:

> The other day we got a call up there and the caller said that if you kick one more person out of the pool we are going to cut all the tires on your car. See, this is the attitude that is prevailing in this community. "If you don't let us do what we want to do, we are going to mess you up." This scares me, and this is why I say I would just as soon get out of here. The police can't do anything about it or they are afraid to. I believe the police as a whole, barring the chief or police who I think has a lot of nerve, but I think they are afraid.

This reaction to the police department is shared by many Rocky Ford residents. There is almost universal respect and approval of Rocky Ford's Spanish-surnamed police chief, Chris Lucero. Some Rocky Ford residents, however, seem to feel that other members of the police force are intimidated by some of Rocky Ford's young people, although this opinion is not shared by all. One resident expresses another opinion about the police department:

> I think you could say about our police department that they have a real good rate of catching kids. I don't see how, except they have to have a lot of informants. That is one reason why I back them, especially the police chief.

Like other problems in Rocky Ford, crime and vandalism can be only reduced through the combined efforts of all Rocky Ford residents. Yet the solution to the problem is as elusive as the causes of it. A local citizen expresses the despair felt by many residents:

> But the vandalism, for instance -- 30 tires slashed, and that type of thing. For what purpose? For what purpose?

Alcohol and Drugs

The abuse of alcohol and drugs has become an increasing problem for all communities, large and small, throughout America. Rocky Ford has not been immune to these. The tragedy of alcoholism is found everywhere, among all cultural groups and in all income brackets. It is perhaps most tragic when if affects families with low incomes. A Rocky Ford social worker tells the story of one such family.

> I try to seek help for the alcoholic in the house. One couple had eight children and they were living in a two-room house and she was expecting her ninth baby. She did not have a thing to wear, and he had a good job, but he used to drink up all the money that he made. The family hardly and anything at all. At night he would spread the matress on the floor and he would sleep with all the kids,and she slept on a cot in the kitchen with her new baby. In order to get that baby out of the hospital, her daughter had a doll and she took the clothes off of that doll to dress her baby. I started working with him and got him to go to seek some counseling, to go to Alcoholics Anonymous.

No statistics are available regarding the extent of alcoholism in Rocky Ford. The extent of the problem of alcoholism and drunkeness has not been measured either, but its affect on the community was expressed by the police chief when he said, "Nearly all of the crime problems in Rocky Ford are in one way or another related to alcohol."

A similar problem of more recent origin and especially affecting the young is the problem of drug abuse. Beginning in the 1960s, experimentation with drugs began among some young people in different parts of America, and the drug problem has finally reached Rocky Ford. For many parents,drug use among their children is a frightening thought; some parents believe that drug use in Rocky Ford is a minor problem:

> I don't see the evidence of drugs. I think there is a lot of experimentation, but I don't see constant use.

Other people feel that a drug problem exists, but that many parents do not want to recognize or admit it. One Rocky Ford adult expresses his feelings this way:

> The adults don't want to hear about it. They don't realize what it is. They don't realize that the kids down here do everything that the kids in Denver do. They don't want it, so that is why they don't listen. They don't understand what it is about.

Because of the secretive nature of illegal drug use, stories abound as to the extent of the drug traffic in Rocky Ford. Two Rocky Ford teachers relate opinions which may or may not reflect the true nature of the drug problem:

A1: I will tell you something. Drugs are big business in this town. Big enough that my suspicions are this: we had a beating up here at the high school and we have had several little skirmishes once in a while. I don't don't believe that it is prejudice or hard feelings, I think it is an adjustment of the hierarchy.

Q: You mean as far as dealing in drugs is concerned?

A1: Yes. Who does what and handles what — staying out of each others' territories.

A2: There are really a lot of rumors, like the plane wreck out here where they spilled all that marijuana. They knew they had a pick up. This rumor is that this is the drug center of the valley.

A1: I keep picking up little bits of information from students and I understand now that it is not just kid stuff but that there are older people moving in. It is just a completely different world. A year ago I understood that some real hard stuff was moving into this town, heroin, where before it really wasn't too big a deal. Now, last summer it has gotten to be a big deal, and the narcs were coming in with it. I know four or five kids that left town for about three months last summer just to get away from it all.

There is no question that drug use in Rocky Ford has increased in recent years, though it is difficult to say how many of Rocky Ford's young people and adults use illegal drugs. A social worker in the community relates this story, which would be amusing if it weren't so disturbing:

Q: How about drugs in the community? Has that been on the increase?

A: Yes, it has. Among the teenagers, well, even in the elementary schools. In fact, last year I went down Seventh Street and there was a group of kids — I went to check on why this little boy was missing school. There were about 15 boys in this house, maybe from about 6 to 12 years old, and they were smoking marijuana, and this one little boy came over and said, "Mrs.-------, would you like to buy a cigarette of marijuana?" I said, "Yeah" thinking that this way I could take it to a policeman and he could check it. And then this big boy said, "You dope,

> don't you sell her that. She is the truant officer."
> So that ended that.

Poverty and Welfare

Rocky Ford lies in a county that ranks 14th among all 63 Colorado counties in the percentage of families with incomes below the poverty level, and that ranks 13th in the percentage of families receiving welfare or public assistance. In Rocky Ford, 30% of all families have incomes below the poverty level, compared with 13% for the state as a whole, according to 1970 census statistics. Of all individuals living in impoverished families, 70% are Spanish-surnamed.

Yet statistics do not tell the story of poverty in its human terms. A social worker in the Spanish-surnamed community tells this story, which shows the effects of poverty on children:

> Many times the father is out of work and the family does not have enough food or clothing. When the children get to the conscious age, where they know they are not dressed up like other children, they tend to shy away and they don't want to go to school because they don't look like the other children. One time I found a family with three children. The children were taken out and were placed in a foster home and there was such a great improvement of those children because they were being fed and clothed and they went to school clean with their tummies full and the teachers said that they had great potential, but under the earlier circumstances they couldn't even think because they were hungry all the time.

Because of social concern for the problems of poverty, welfare programs have been instituted which try to alleviate some of the suffering. Yet welfare, in Rocky Ford and elsewhere, has brought new problems with it.

Some people feel that accepting public assistance is disgracful, and even those who are in dire need of help are often reluctant to accept it. The wounds it leaves with some people, however, remain even if assistance is accepted. A local social worker expresses these feelings:

> A lot of people have so much pride that they could starve before they would go and ask for help. I have to make them feel that they are not begging, because a lot of people say that it is a disgrace to go and ask for help. Well, it isn't. If you are in need, that is why they are there — to help you. Just like today, this woman I've been working with for three days, trying to convince her to get on welfare because she is in dire need of help. She doesn't have any food in the house and she practically starves.

Aside from the resentment many feel in having to accept public assistance, resentment also exists among some who feel that welfare has become misused. One Rocky Ford resident echoes sentiments that are probably held by many:

> There are more people on welfare than should be. They should be out working. They have their wives and kids and they live real healthy and they eat better than we do and where our kids go without.

A local social worker admits that some residents do misuse welfare:

Q: Are there certain groups that are on welfare that don't feel that it is a disgrace?

A: Yes, there are families that, the more they give them, the more they want. I know that there are a few people where the husbands are able to work but they are too lazy. The mother has to feed her children one way or another, so they get on welfare and it does not bother the father at all. There are people like that. A lot of them tell me that the people on welfare live much better than the working class of people.

Q: In this town?

A: Well, anywhere, I guess. This is the impression that they have. So they say, "Why kill ourselves working when we can get on welfare?" I tell them, "But your self respect, your pride, it is much better for you since you are able to work to get out and work and teach your kids to work and this way they grow up with that pride too," but a lot think it is not worth it. You have all kinds of people.

****

Q: What do you think that the folks on welfare do during the day most of the time? Could you say in general what kind of activities they are involved in?

A: Most of them are just visiting their neighbors or watching T.V. That is about all they do because there really isn't anything for them to do. I know that we had one little boy we were having trouble with when I first started. I asked him, I said, "Johnny, I sure would like to see you go through school. What do you expect out of life? What would you like to do?" He said, "Nothing, really." I said, "Wouldn't you like to get a good job and earn a good living so that you could buy a brand new car and go places and travel and see the world?" "No," he said, "I am really not that interested." I asked why and he said, "Well, my greatgrandfather was on welfare, my grandfather was on welfare and my father was on welfare. Well, I can get on welfare too." This is the pattern of their life and really there was nothing else to look forward to.

Recreation Facilities

Like any small town, Rocky Ford has limited recreational problems for young and old alike. Those who are not actively engaged in school activities or in the activities of clubs and organizations often find it difficult to find constructive ways to use their leisure time.

Some Rocky Ford adults do not understand why people in town, especially the young, cannot find ways to entertain themselves. One resident expresses these feelings this way:

> Where I grew up we didn't have a swimming pool to go to like they have here -- we did have an ice-skating rink because it was cold where I was raised and they did flood the rink, and we were able to go ice-skating. We were given sleds and skis and roller-skates and things like that. We made our own good times. What's wrong with the kids that they have to buzz the drag all of the time? If you have ever gone up and down Main Street here, it's ridiculous, for a town this size, you can hardly get across Main Street in the evening. And is that all they can do? To ride around in cars? I just cannot understand these people -- we used to have things to do with our hands -- we used to read at home.

Yet the pass times of older generations do not hold the interest of many of Rocky Ford's young, and because they find little to interest thus some young people get into trouble. A Spanish-surnamed boy summarizes this situation:

> A: It would be nice if there was a place where you could go play pool, and study, for free. That would keep students out of trouble.
>
> Q: What do students do, since there isn't a free place? What do they do to entertain themselves?
>
> A: Walk around town, break windows, throw a dragon.
>
> Q: Throw a dragon???
>
> A: Nothing to do. Maybe they want to go steal or something. So maybe if we had a place like that it would keep students out of trouble.

A local resident summarizes the lack of recreational facilities for the young in the statement that follows. Although some Rocky Ford residents would disagree on some points, it reflects what many community residents see as the limitations of recreation in Rocky Ford:

Q: How about recreation in the community for both students and adults?

A: Very limited. I am sure in your short time here that if you wanted to do something a little different, you have found it is dullsville. We have a bowling alley but it is too far out of town for most of the kids if they have to walk. They could bicycle, but on a hot day like this they would keel over. The tennis courts are utilized some, but not to a great extent. The golf course is the private progative of the elite of the town.

Q: It is not actually private, is it?

A: No, but for all basic purposes it is. There is no one here to give golf lessons. We had one golf pro but he was so busy taking care of the regulars that he had no time to give lessons. There is a small course in golf offered through the school but it is not very popular and it certainly don't appeal to most of your Mexican kids. Golf is not their thing. The swimming pool is almost a total disaster, there are so many sneaking in and so many so filthy that it drives others away because they clorinate the water so -- to keep down the dirt and the rest of the stuff in it -- that you can't swim. That is just about the extent of it. We have teen centers opened on a fairly regular basis. Every couple of years a group of parents will get involved and they will open a teen center and that lasts for a very short length of time. They have tried to get teen centers for the Mexican kids because the Anglo kids and the Mexican kids will not go to the same teen center. I don't know what the hang-up is. They will marry each other but they wouldn't go to the same teen center. We have a lot of roaming the streets. For the boys they do have the wresteling program which keeps 25 or 50 of them busy most of the summer, but basically, there are very few recreational opportunities. At one point the community did not need that many because all the kids had jobs to do at home or on the farm or were in some way employed in the summer, either keeping up someone's yard or working in the fields or taking care of things which needed to be done. We just don't have that any more. The kids are just turned totally loose. If the kids were busy, they would not have time trying to look for someplace to go or something to do. Our theatres, consistantly between the three in the valley, will either be showing the same movie or will have them all X and R rated. The kids that do find a car to get to the drive-in, can't get in because they are not old enough anyway. Sloppy planning is about all it is. In fact, they can't even keep a riding club in the town with all the horses in the valley. They have got the kids interested and they can't even seem to get that to click where they could keep the kids interested in that.

Problems and Potentials

The list of community problems in Rocky Ford may seem long. Most community residents would agree, however, that these other problems do exist. At the same time, community residents realize that Rocky Ford is working to solve many of these.

The statements that began this section on the cultural system in Rocky Ford should not be forgotten. Although Rocky Ford has problems, as do all towns and cities, yet it also has the potentials for improving and bettering itself. It has a population with cultural differences that may be not only a source of conflict, but may be a source of cultural enrichment as well. Many of Rocky Ford's young people leave the community to find employment elsewhere, but others remain, and if community efforts are made to provide more jobs in Rocky Ford, even more may decide to make Rocky Ford their home. The kind of life offered in Rocky Ford, with its rural atmosphere and opportunities for living a quieter, slower-paced life, is appealing to many of today's young Americans. One expression of hope for Rocky Ford and its young people was made in this way:

> A lot of Rocky Ford's young people have come back as professionals. Others have just come back to live because they realize that Rocky Ford is for them. It is different from the big cities. They can earn a livelihood here and they can raise their families here. They realize, too, that the community has a great deal of potential. They have come back, and they are making themselves heard.

ROCKY FORD HIGH SCHOOL STUDENT SURVEY

In November, 1975, an informal survey was given to a group of 158 high school juniors and seniors in Rocky Ford. The results suggest some interesting things about the attitudes and aspirations of Rocky Ford's young people, although the results should not be considered as statistically valid. The survey results do, however, tell something of the geographic mobility of Rocky Ford families, how young people spend their time, the job plans they have, their personal plans after high school, and their attitudes about the future of the community.

Where Families Come From

Nearly half of the students in the sample surveyed were born in Rocky Ford, and 84% were born in Colorado, as the table below indicates:

BIRTH PLACE OF ROCKY FORD STUDENTS

Location	Percentage (%)
Rocky Ford	47
La Junta	23
Other Cities in Colorado	14
Other Rocky Mountain States	4
Far West	5
Mid-west	5
South	2
Mexico	0.5

When asked about the state of birth of their parents and grandparents, many students in the sample were not sure, indicated by the high rate of "no response." Many of the students' parents were born in Colorado, but relatively few of their grandparents were born in the state.

STATE OF ORIGIN OF PARENTS AND GRANDPARENTS OF ROCKY FORD STUDENTS

STATE OF BIRTH	PARENTS		GRANDPARENTS	
	MOTHER (%)	FATHER (%)	MATERNAL (%)	PATERNAL (%)
No Response	28	25	41	34
Colorado	43	40	12	18
New Mexico	13	12	10	8
Other Rocky Ford Mountain States	1	1	1	0
Oklahoma, Texas, Missouri	6	16	12	11
Mid-West	6	4	9	7
Far West	0.5	2	1	0.5
East Coast	0.5	0.5	2	0
Mexico	2	4	8	10
Other Foreign Countries	0	0	4	9

General Attitudes

Besides information about family backgrounds the survey gathered information about students' use of leisure time and how they spend money.

Students were asked how many hours each week they spent in different activities. Because of the wide range of responses, average figures do not really represent a "typical" high school student, since no true picture of a "typical" student emerged. The survey results, however, are presented here:

Activity	Average Hours per Week Spent
Being with family	26.6
Being with friends	15.9
Watching T.V.	14.5
Recreation	11.8
Working	10.9
Studying	9.4
School Activities (sports, music, drama, etc.)	7.1

In order to discover how students view money, the students in the sample were asked the following question. "If you were given $200 today to spend as you pleased, what would you do with it?" The responses revealed a large number of savers, as the table indicates:

Uses of $200	Percentage Responding (%)
Savings	39
General Expenses	32
Buy Clothes	13
Buy a car	7
Fix a car	4
Pay parents' bills	4

Finally, the students were asked what community club or organization they would like to join. Fully 47% replied "none", 20% listed church organizations, and the remaining 33% listed a wide range of Rocky Ford organizations.

Young People and Jobs

Students in the survey were asked if they would like to have the same kind of job as their parents. Only 13% responded that they would, while 87% said they would not like to have the same occupation. For each response, the students were asked to answer a series of questions giving reasons for their choice. For the series of possible reasons for their choice, students were asked to rank them in order of their importance. The tables below provide a summary of this proceedure:

RESPONSES OF STUDENTS WHO WANT THE SAME OCCUPATION AS PARENTS

Possible Reasons	Percentage Responding	
	Very Important Reason (%)	Very Unimportant Reason (%)
"There isn't anything else I can do."	6	62
"I want to maintain the family tradition."	21	21
"I would like to stay in this community."	0	0
"I like the work."	75	0
"This community has a great future."	7	14

These responses indicate that students who want to follow in the occupation of their parents choose to do so primarily because they like the work, not because they wish to maintain tradition to see no other options are open. Those students who wish to follow different occupations responded in this way.

RESPONSES OF STUDENTS WHO WANT DIFFERENT OCCUPATION FROM PARENTS

Possible Reasons	Percentage Responding Very Important Reason (%)	Very Unimportant Reason (%)
"I want to live in a bigger city."	15	52
"The job I want is not available here."	25	12
"The kind of work I like is not available here."	27	12
"This community has little future."	34	25

The students who want a different occupation than their parents are not attracted to "big city" life. Instead, one-third of these students said they would look for a different occupation because they saw little future in remaining in Rocky Ford.

After Graduation, What?

Students in the survey sample were asked a number of questions regarding their personal plans after graduating from high school. Only 12% responded that they intended to stay in Rocky Ford, while 88% said they planned to leave. When asked where they would like to go, they gave the following responses:

Planned Destination	Percentage (%)
Don't know	29
Ft. Collins	9
Colorado Springs	6
Denver	6
Boulder	4
Pueblo	4
La Junta	4
Other Colorado Cities	6
West Coast	12
Midwest	11
Other parts of U.S.	7

When asked why they planned to leave Rocky Ford, the students had these responses:

Reason for Leaving	Percentage (%)
Attend college	34
Find jobs	18
"Get away"	13
"Nothing else to do"	9
Enter Armed Forces	6
Marry	6
Dislike Rocky Ford	5
Other reasons	11

Those students who plan to leave Rocky Ford were asked a series of questions about their choice of a town in which to live. Students were asked if they had relatives in the area of their choice, and two-thirds said they did, and 40% of these planned to stay with their relatives.

Of students who plan to leave Rocky Ford, 75% said they had visited the new area before, and gave the following impressions:

STUDENT RESPONSE TO QUESTION:
"What do you like about your new destination?"

Responses	Percentage (%)
Location	20
People	18
City environment	13
School	11
Job	8
Other reasons	23

STUDENT RESPONSE TO QUESTION:
"What do dislike about your new destination?"

Responses	Percentage (%)
Nothing	42
Too big	16
Pollution	10
Traffic	7
Crime	5
Other responses	19

Students who planned to attend college were asked what they planned to study and the answers varied to such an extent that no single category was especially common. When they asked if they planned to return to Rocky Ford after completing college, 60% of the students said that they planned to return, although half of these only planned to visit. Both those who planned to return, and those who did not, were asked to give reasons, which are summarized below:

STUDENT RESPONSES TO QUESTION:
"Do you plan to return after college?"

Reason for "yes" answer	Percentage (%)
To visit	49
"It is home"	12
To work	10
Like people and town	9
Will return if job available	8
Other reasons	13

Reasons for "no" answer	Percentage (%)
Dislike community	41
No jobs available	28
Other reasons	31

Rocky Ford's Future

Rocky Ford students were asked what they believed the community's future to be. The most common opinion, shared by 51% of the students, seemed to be that Rocky Ford will remain the same, but 41% of the students thought the community will grow. Only 8% thought Rocky Ford will decline. The way students feel about these possible futures is presented here:

Students Responding	Percentage Responding "I like this very much." (%)	"I dislike this very much." (%)	"Don't care." (%)
"I expect Rocky Ford to grow."	37	19	44
"I expect Rocky Ford to decline."	0	42	58
"I expect Rocky Ford to remain the same."	15	18	67

The survey, though not scientifically accurate, tells a great deal about Rocky Ford's young people. Most important, it suggests that a large portion of them plan to leave the community when they finish school -- partly because they cannot find jobs here, and possibly because they dislike the community.

Presently, students show a great deal of apathy about their community. It is to be hoped that the active participation of students in their community will increase as they become aware of all that it has to offer -- now and in the future.

CLASSROOM ACTIVITIES

CONCEPT: Industrial Location

OBJECTIVE: To identify on a map of Pueblo zoning sectors according to industrial, commercial and residential and explain the purpose and rationale behind zoning restrictions.

ACTIVITY: To understand the non-economic factors that influence industrial location the students should compare their site selections for the hypothetical industries in the previous activity with a map showing zoning sectors of Pueblo. Discuss the types of zoning divisions (industrial, commercial, residential). Decide what to do with those industries and businesses that are in an area not zoned for their needs. Suggested discussion questions:

*Why is zoning needed?

*How can zoning laws be altered?

*Should zoning laws be altered?

AS A RESULT:

The students should be able to prepare a bulletin board display with the zoning sectors, industrial, commercial and residential as headings and place pictures of structures found in each sector under the appropriate heading.

CONCEPT: Industrial Location

OBJECTIVE: To identify on a map of Pueblo where five given industries and businesses would locate and offer reasons for their location.

ACTIVITY: To explain how economic factors influence production location, the students should locate specific sites for various plants and businesses using a map of Pueblo. Block the map into sections and number each section. The student then selects a fact card naming a business, what it produces and any other pertinent information. (Sample fact cards follow). The student matches the industry with a numbered block on the map and explains why his choice is a good location for the industry on the fact card. After all fact cards have been used, the students should compare their choices with the actual plant locations.

AS A RESULT:

The student should be able to name economic factors that influence production location and give an example for each.

CONCEPT: Legal Procedure

OBJECTIVE: To explain the legal procedures followed for a case in one of the following courts: traffic, family, municipal, common pleas.

ACTIVITY: To understand legal procedure the students should study the life of a speeding ticket from the time it is given to the speeder by the policeman to the time the speeder either pays his fine or is judged innocent. In most states, a speeder must go to court, although some states permit payment by mail. Since speeding cases are among the most common cases brought to court, it would be useful to understand the procedure and people involved.

The students could contact a policeman and a clerk or secretary at city court. A local lawyer might be able to fill in additional details. The policeman can tell what his responsibility is. To whom does he send the citation records? What choices does an accused speeder have? If he does not believe he is guilty, what can he do? Here the policeman, lawyer and the local judge can offer some interesting information. If the accused speeder admits he is guilty, what must he do? How is his punishment decided? What are the choices for the speeder who thinks the punishment is unfair? When the fine is paid, where does the money go? Is a record of the case kept? Where?

When we say that someone has a criminal record, what does that mean?

To learn something about local courts follow other cases involving a littering violation, an arrest for shoplifting or destruction of property or even more serious crimes. A lawyer or a policeman can explain some of the procedural differences between various crimes and the differences in treatment of adults and minors.

Also arrange to watch the court in action by visiting the municipal building when a court is in session. When arranging for an appointment explain what procedures the students desire to observe, ie. jury selection, trial, pre-talk by a judge.

AS A RESULT:

The students should be able to select an imaginary case, decide which court would handle the case and present a skit or mock trial showing the legal procedure carried out in this case.

CONCEPT: Political Leaders

OBJECTIVE: To collect information on the Mayor and City Council members and compile it into a portfolio.

ACTIVITY: To gather information on each council member and the Mayor, divide the class into groups and assign them the name of a political leader. Each group should collect information on the following:

	Source
Educational Background:	Campaign literature, personal interview
Occupation:	Campaign literature, personal interview
Address, telephone:	Telephone book
Political Party Affiliation:	Party headquarters, League of Women Voters, Profile
Voting Record on Major Issues:	Records Office, Library, League of Women Voters
Income from Office:	Profile, Public Building
Tenure:	Profile, Ward Profile
Ward Represented:	League of Women Voters, Profile

All of the information should be compiled into a booklet.

AS A RESULT:

The students should be able to distribute to the community the information gathered on the political leaders of Pueblo with a cover letter explaining the class project and how this portfolio could be useful to the community.

CONCEPT: Public Finance

OBJECTIVE: To discover the make-up of the city budget and how the money is spent.

ACTIVITY: To understand a city budget, how it is determined and how it is spent, divide the class into groups representing the various departments of the city, i.e., police, fire, sanitation. Each group should select a department head. Distribute to groups a fact card on their department giving information on number of employees, types of expenditures and the department's budget for the previous year. Based on this information, each department should determine the amount of money needed for salaries and other expenditures for this year. If more money is requested than the previous year, the group must be able to give reasons for the increase. Once all committees have figured their budgets, all department heads come together and establish the total budget for the city. Then the teacher presents them with the figure for Pueblo's budget. After comparing their figures with Pueblo's, they will recognize that they are either over or under the allotted figure. If the students have exceeded the figure, have them figure ways and areas to cut the budget so that they can meet the actual budget figure. If they estimated below the figure, they should decide how to use the excess money. Then the students should examine a summary of the actual city budget breakdown, how this compares with the class's breakdown, and discuss why some areas receive more money than other areas.

AS A RESULT:

The students should be able to list the city's major expenditures.

CONCEPT: Mobility

OBJECTIVE: To trace the movement of an individual's family.

ACTIVITY: To discover what moves a family has made and the reasons for the moves, students should interview their parents or a relative using the following questions:

*Where were you born?
*Where did you grow up?
*Where have you lived before moving to Pueblo?

Now the students should work back to their grandparents and great-grandparents. The students could use a map and a chart to keep track of where everyone moved. Did their grandparents move more frequently than their parents? Are there any geographic patterns to the moves? For instance, was their family part of the great westward migration? Were any of the moves related to major events in American history such as the Depression? World War II? Does their family mobility tend to be spread over wide areas or to be concentrated in only a few? Can they find out why their family moved as it did? Can they notice any interesting trends such as one generation moving from the city to a farm, a later generation moving from the farm back to a city, and still a later generation going from the city to the suburbs or rural areas? How would they explain this kind of sequence? Compare the information they gather about their family with the information available from the U.S. Census Bureau. Are their family patterns similar to national patterns?

As an alternative to working back through generations, the students could examine one generation such as their parents and all their brothers and sisters. At one point, these brothers and sisters lived together. Where do they live now? Why has one relative moved all over the country while another lives down the block from where he was born?

AS A RESULT:

The students should be able to display the information on a map or chart. Different color inks could represent different generations and different branches of their family.

AS A FOLLOW-UP ACTIVITY:

The students could prepare a map of places they have lived in since they were born or since the first grade. If possible, they could pick some students from an earlier grade and find out where they moved to when they left. Did they remain in the area or did they move a great distance away? They could do the same thing for people who have joined their class. Where did they come from? School records often have this kind of information.

If possible, have students compare their generation's mobility with earlier times. School records dating as far back as 1905 or even 1885, for example, might indicate the towns from which new students moved.

CONCEPT: Mobility

OBJECTIVE: To survey the neighborhood to find out why people moved to Pueblo and how they feel about living in the city.

ACTIVITY: To show that the city's cultural and economic systems attract people from many places and for many reasons, have the students conduct a survey to find out why their parents moved to or remained in their city. Help the class compose a letter asking parents for this information. Have each student take a copy of the letter home. A sample of such a letter follows.

Dear Parents:

We are studying our city and its people. We want to know why people choose to live here. Please answer the following questions to help us in our study.

1. Have you always lived in Pueblo?
2. If you moved here from another area, where did you live before? (Give name of city or nearest town.)
3. If you moved here from another area, why did you come? Check the two reasons that were most important to you:
   __Better jobs
   __Better government services
   __Better schools
   __Better recreation
   __Relatives and friends here
   __Other reasons (Please list.)
4. List two or three reasons why you like living in Pueblo.
5. List two or three reasons why you do not like living in Pueblo.

Thank you very much for your help.

Additional questions to include:

*What problems did you have when you moved to Pueblo?

*How did you solve these problems?

*How did you find a place to work? To live?

*What agencies or organizations assisted you, if any?

After the letters have been returned, work with a committee to analyze the information. Use the following as guides for your analysis:

*Number of parents who have always lived in Pueblo.
*Number of parents who moved to Pueblo -- from another area.
*Reasons for moving to Pueblo (list in order of importance).
*Reasons parents enjoy living in the city.
*Reasons parents do not like living in the city.

AS A RESULT: The committee should report their findings to the class. As a follow-up activity, have students make a map display of the towns and cities their parents moved away from.

CONCEPT: Mobility

OBJECTIVE: To describe the costs and benefits of migration.

ACTIVITY: To lead children to a greater awareness of the costs and benefits of migration, the teacher should set up two "recruiting" desks, each manned by a child. Each desk contains pictures of job opportunities, recreational activities, and community environments of a rural environment at one desk and an urban environment at the other. The rural desk might have pictures of farm land, open spaces and clean air, and a county fair. The urban desk might have pictures of factories, pollution, traffic, slums, theaters, symphony orchestras, parks, and professional sports.

The class should divide into two groups, one which pretends that it comes from a rural area, and the other which pretends that it comes from an urban area. Each child in the class visits both desks, and makes a decision as to which environment he or she prefers to settle in. The children from a "rural" background who choose to move to the city, and those of an "urban" background who choose to move to the country should explain, with the help of others in the class, what adjustments they might have to make when they move.

(Teachers should be aware of migration patterns and problems associated with migration from the Community Profile.)

AS A RESULT:

The students should be able to make a chart showing the costs and benefits of moving from a rural area to an urban area and from an urban area to a rural setting.

COSTS	BENEFITS
Rural to Urban	
Urban to Rural	

CONCEPT: Job Availability

BJECTIVE: To list areas in Pueblo where there are job surpluses and job deficiencies.

CTIVITY: To understand the job market in Pueblo, fill a jar with pictures of people in different occupations. For example, you might include a secretary, a mailman, a factory worker, businessman, mechanic, etc. Each student should select a picture from the jar and assume the role of an unemployed worker looking for that occupation. Read a list of available jobs in Pueblo to the class. These jobs should include some, but not all, of the occupations pictured. The students who are offered employment should stand on one side of the room; those who are not should stand on the other. Discuss the fact that these unemployed workers do not have jobs because none were available. Then lead the class in a discussion on possible reasons for their unemployment (i.e, age, lack of proper education or training, skills too highly specialized, discrimination) and what these people can do to obtain jobs.

A RESULT:

The students should be able to make a picture display showing jobs that are available in Pueblo, and jobs that are not available.

CONCEPT: Career Choice

OBJECTIVE: To identify types of job discrimination that affect ones ability to obtain a job of his/her choice and offer solutions.

ACTIVITY: To illustrate the fact that many people are willing to work but cannot obtain a job because of illegal discrimination, choose students to assume to following roles:

*A disabled person.
*A man with a large family with no savings.
*A lone woman with small children.
*A Spanish-American capable of speaking little English.
*A child approximately 12 years old.
*A black woman.
*A woman recently married.

Explain to the class all of these people want jobs. Then read to the class sections of the want-ads from the paper. After hearing each ad the seven students should apply for a job. You should interview each person who has the qualificationsbut will not receive the job. During each interview,the students should discuss why the applicant might have been rejected. (i.e., age, health, sex and reacial discrimination.) Then discuss with the students where these people can go for help. The students could even invite representatives from agencies such as NAACP and NOW to explain how they aid someone who feels that he's been discriminated against.

AS A RESULT:

The students should be able to make a display illustrating each reason some people may have trouble obtaining a job.

CONCEPT: Career Choice

OBJECTIVE: To select a career occupation and gather information on the costs and benefits associated with the occupation.

ACTIVITY: To familiarize themselves with a career, each student should prepare a personal handbook including the following information:

My name.
What I want to become.
What is good about the job? What are non-money benefits?
What is bad about the job?
Is this skill needed? Why?
What products or services would I produce?
Will I have to leave Wilmington to perform this job?
What education or training will I need? Where can I get it?
What company could I work for?

Handbooks can be constructed by the students with the aid of cutout pictures and written assignments and may change throughout the course of the unit as their choices change.

AS A RESULT:

The students should be able to discuss their choices with other members of the class.

AS A FOLLOW-UP ACTIVITY:

The students can play the game, "What's My Line", using occupations the students explored. Write the title of the occupations on slips of paper. Each student draws one occupation slip. The four panel members question a student and try to guess his occupation. The student that guesses correctly takes his place. A student from the audience joins the panel and the game repeats.

CONCEPT: Career Information

OBJECTIVE: To gather information on benefits, training or educational requirements and working conditions for specific job opportunities in Pueblo.

Precede this activity by talking about different occupations in the area:

To get a variety of occupations ask:

*Where do mother and father work?
*Where do aunts/uncles in area work?

Determine big employers/big industries and make a list of them.

Locate employers/industries on map of Pueblo County.

Then play specialist game (as suggested) and discuss where each would work according to industries on the map.

ACTIVITY: To demonstrate that many different specialists work with the economic system of a city, have the students play charades in which the object of the game is to guess the occupation of the specialist being pantomimed. The entire class or small groups of students can play this game. Give each participant a slip of paper naming the specialist whose job is to pantomime for the others. After each performance have the class guess who the specialist is and where he is most likely to work in the city. Discuss with the students the education or training needed for this occupation as well as salary, benefits, working conditions, etc. As the game continues, the students should realize that most specialists work in the city. The following specialists are easily pantomimed and, unless otherwise indicated, work mainly in towns and cities.

doctor
nurse
fireman
musician
barber
butcher
banker
florist
policeman
moving man
salesclerk
scientist
editor
jeweler
typist
plumber
baker
waiter
theater usher
taxicab driver
photographer
lumberman (country)
farmer (country)
mailman

AS A RESULT:

The students should prepare a dictionary of specialists drawing a picture of each specialist listing responsibilities plus list some of the advantages and disadvantages of the occupation.

OBJECTIVE: As a result of this unit students will be able to relate the basic risks of an agricultural operation.

ACTIVITY: Students may be given a copy of the following statement and asked to write a paragraph which would explain what this person means.

> "You know, it's against the law to gamble in this state, but they'll let you grow fruit. It's the same thing."
>
> --A North Fork Valley Fruitgrower

After having a sample of the paragraphs read to the class, the following questions may be considered.

Question: What are the risks that every fruitgrower in the North Fork Valley takes?

The discussion of this question should illustrate that risk related to weather - climate (which includes availability of water), market, and diseases are common to every fruit operation.

When this has been developed - follows the question:

> Are these risks common to all types of agricultural operations in this valley? In other places?
>
> What are some risks which are unique to specific crops?

ADDITIONAL PROJECTS: Students might develop a display for school and community use which would show the "batting average" of agricultural operations in the North Fork Valley over the past ten (10) years.

The display could show how successfully selected growers have survived each of the three major risks. Basis might be percent of crop lost to climate; percent of crop lost to disease; effect of market on crop value; total value of crop.

OBJECTIVE: As a result of these activities, students will be able to describe what the life of an early settler in the North Fork Valley was like

ACTIVITY: Situation: You are 16 years old and are one of the first people to move into your community back when it was first settled:

1) Write a letter to your best friend in the town you have left describing your first impression of the North Fork Valley (no other people have settled here yet.)
2) Write a diary of your first week, month or year (once a month) in the North Fork Valley.
3) Make a calendar of your activities for a typical day in your life, in the early years of settlement in the North Fork Valley. (Could do a week, month, or year).
4) You have lived in your community for five years. An old friend writes and tells you he wants to move to your community. He wants advice from you on what he can do for a living? Send him a letter and explain the possibilities for him.

OJECTIVE: As a result of this activity students will be able to list the persons in their community who have power and the reasons they have it.

ACTIVITY: List the ten most influential persons in the community. Rank them in order of their power (1 for most powerful, 2 for second most powerful, all the way to 10.) After you have done this go back and describe the sources of power for each individual. In groups of 5 try to reach agreement - be sure criteria are explained. Have each group report to the entire class their list and try to reach consensus in compiling a list for the whole class.

DISCUSSION QUESTIONS:

1) Did these people grow up in the community? If not, where did they come from?

2) What is their educational background?

3) Do they have any common characteristics (sex, age, etc.)?

4) What is their financial strength?

5) If you had a choice, which of these ten people would you like to be? Why?

Additional activity - Survey parents regarding 10 most powerful persons and compare findings.

OBJECTIVE: As a result of this activity students will better understand the feelings of someone when they move into a new community.

ACTIVITY: Role play in small groups of 4-6.

One person plays the fole of a new student who has just moved to your community from another town. He approaches the group of 3-5 "home town kids" at a local hangout.

Rules for the characters:

New students must always smile and be polite.

Town kids can never smile and should always be negative.

Talk for not more than 3 minutes.

Dialogue begins with new student walking up to the group and says, "Hi, I'm new around here."

Debriefing questions:

1) Ask new students how they felt.
2) Ask community kids how they felt.
3) Have any students ever been in the situation of being new to community? How did they feel? Have them describe what happened?
4) Discuss what possible things could be done to make "new" people more comfortable?

Reinact role play with community kids being accepting.

OBJECTIVE: As a result of this activity students will be able to list the reasons to remain in or leave their community after high school.

ACTIVITY: You are mayor of your town. You have been asked to give a speech to this year's graduating class at the high school. The title of the speech is, "Community--A Challenge to the Youth." Write the speech you would give considering the following points:

1) How can community offer challenge for capable young people to stay?

2) What should be the financial and nonfinancial factors for young people to considering in deciding to stay or leave?

3) How can we dream together to make a better community?

OBJECTIVE: As a result of this activity the students should be able to write a composition on the theme "Our Town Produces Goods and Services for Local and Distant Markets."

ACTIVITY: To demonstrate that the town produces goods and services for local and national markets, have the students play a market guessing game. Prepare slips of paper identifying different businesses. Each slip of paper should read "I am a______" (fill in different businesses on each slip of paper). Some examples of businesses are television repairman, miner, fruit farmer, rancher, doctor, automobile manufacturer, and neighborhood grocer. Each student should draw a slip of paper, read it to the class, and identify whether his business is aimed at the local, national, or world market. (In some instances businesses that customarily serve the local market could be aimed at the national and world markets.)

OBJECTIVE: As a result of this activity the students should be able to create a collage illustrating the theme "A City Offers Many Kinds of Entertainment."

ACTIVITY: To demonstrate that the city is a center for many cultural activities, have the students look at the entertainment section of a metropolitan newspaper. Point out the following kinds of items: photographs and reviews of plays, concerts, and the like; advertisements for movies, nightclub acts, and so on; photographs and articles about art gallery openings and museum exhibits; listings of art exhibits, play openings, lectures, special events, and other attractions. Then show the students a copy of a small town newspaper, and compare its entertainment section with that of the metropolitan newspaper. Ask the class questions such as the following:

1) Are more activities available in a city than in a small town? How can you tell?
2) What are some of the activities that are available in the city that are not available in a small town?

OBJECTIVE: As a result of this activity students will be able to write an essay describing what they think their community will be like in the year 2000.

ACTIVITY: Have students publish a newspaper dated March 15, 2000. They should break up into groups and work on various sections. Sections that could be included. Work with local newspaper on this. If you do not want to attempt an entire newspaper you might have the class do one or two sections only. For instance you might have students each write one or two want ads for help wanted.

Features
Want ads, particularly help wanted
Editorial
Social
Political
Economic outlook
Community highlights
Personal
Police reports

To be most effective it should include much previous research.

This could be a great culminating activity. Before it is published the writers should present their section to whole groups and support their copy.

OBJECTIVE: As a result of this activity the students should be able to identify some of the problems that planners are trying to solve in their own town.

ACTIVITY: To illustrate some of the problems that town planners must try to solve, have the students find out what their own town is doing to anticipate problems. Appoint a committee to write to the city's planning department for the following information:

1) How large is the town's population expected to be in ten or twenty years?
2) What new needs and problems might be created by a population increase?
3) How is the town planning to meet these future needs and problems? Is there a long-range master plan?
4) What are some of the projects planned for the next five, ten, or twenty years?

OBJECTIVE: As a result of this activity students will be able to describe the factors that influence the location of small business.

ACTIVITY: You have just inherited $25,000 and want to go into business for yourself, but don't want to move out of your community. Write a paper describing all of the steps that you will have to go through to start your own business. Interview local businessmen to get information on what steps they had to take to start their businesses. (It would be best to interview those who have started their businesses in the last 5 years.)

Roxy

ROCKY FORD

A Community Social Profile

APPENDIX

Prepared by
The Colorado System-Based Curriculum Project
1976

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Social and Labor Force Characteristics for Places of 2,500 to 10,000: 1970

Places	Orchard Mesa (U)	Rocky Ford
PLACE OF BIRTH		
Total population	5 824	4 813
Foreign born	92	91
Native	5 732	4 722
Born in State of residence	3 497	2 651
Born in different State	2 033	1 834
Northeast	59	20
North Central	859	745
South	450	454
West	665	615
Born abroad, at sea, etc	34	24
State of birth not reported	168	213
RESIDENCE IN 1965		
Total population, 5 years old and over	5 299	4 461
Same house	2 247	2 255
Different house in United States	2 597	1 841
Same county	1 302	1 310
Different county	1 295	531
Same State	683	228
Different State	612	303
Northeast	12	-
North Central	202	65
South	52	108
West	346	130
Abroad	23	-
Moved, 1965 residence not reported	432	365
SCHOOL ENROLLMENT		
Percent enrolled, 3 to 34 years old	58.9	59.5
3 and 4 years old	11.6	18.3
5 and 6 years old	82.4	78.5
7 to 13 years old	94.6	99.9
14 and 15 years old	87.3	99.3
16 and 17 years old	88.3	66.7
18 and 19 years old	71.7	34.0
20 and 21 years old	14.7	7.4
22 to 24 years old	2.7	4.5
25 to 34 years old	3.0	4.1
YEARS OF SCHOOL COMPLETED		
Total persons, 25 years old and over	3 173	2 564
No school years completed	59	63
Elementary: 1 to 4 years	63	223
5 to 7 years	157	336
8 years	406	404
High school: 1 to 3 years	631	474
4 years	1 133	640
College: 1 to 3 years	471	259
4 years or more	253	165
Median school years completed	12.2	10.6
EMPLOYMENT STATUS		
Male, 16 years old and over	1 916	1 473
Labor force	1 461	963
Percent of total	76.3	65.4
Civilian labor force	1 461	963
Employed	1 374	904
Unemployed	87	59
Percent of civilian labor force	6.0	6.1
Not in labor force	455	510
Under 65 years	249	254
65 years and over	206	256
Female, 16 years old and over	2 068	1 723
Labor force	998	646
Percent of total	48.3	37.5
Civilian labor force	998	646
Employed	953	584
Unemployed	45	62
Percent of civilian labor force	4.5	9.6
Not in labor force	1 070	1 077
Under 65 years	839	691
65 years and over	231	386
Male, 14 and 15 years old	137	142
Labor force	15	9
Female, 14 and 15 years old	99	151
Labor force	5	13
Male, 16 to 21 years old	273	218
Not enrolled in school	81	118
Not high school graduate	26	65
Unemployed or not in labor force	15	45
Male, worked in 1969	1 632	1 063
50 to 52 weeks	1 095	715
27 to 49 weeks	300	196
26 weeks or less	237	152
Female, worked in 1969	1 234	766
50 to 52 weeks	529	272
27 to 49 weeks	296	207
26 weeks or less	409	287
INDUSTRY		
Total employed, 16 years old and over	2 327	1 488
Construction	190	21
Manufacturing	295	236
Durable goods	217	97
Transportation	143	65
Communications, utilities, & sanitary services	141	49
Wholesale and retail trade	584	385
Finance, insurance, business & repair services	149	82
Professional and related services	413	354
Educational services	208	146
Public administration	121	108
Other industries	291	188

(1)

SOURCE: U.S. Bureau of the Census, General Social and Economic Characteristics, 1970

Occupation and Income for Places of 2,500 to 10,000: 1970

Places	Orchard Mesa (U)	Rocky Ford
OCCUPATION		
Total employed, 16 years old and over	2 327	1 488
Professional, technical, and kindred workers	252	196
Health workers	55	20
Teachers, elementary and secondary schools	36	77
Managers and administrators	282	127
Salaried	181	78
Self-employed in retail trade	57	32
Sales workers	141	122
Retail trade	77	106
Clerical and kindred workers	428	179
Craftsmen, foremen, and kindred workers	414	180
Mechanics and repairmen	139	64
Construction craftsmen	94	52
Operatives, except transport	193	145
Manufacturing	87	85
Nonmanufacturing industries	106	60
Transport equipment operatives	135	110
Laborers, except farm	97	75
Farmers and farm managers	24	16
Farm laborers and farm foremen	7	31
Service workers[1]	313	275
Cleaning and food service workers	177	143
Protective service workers	29	16
Personal and health service workers	98	79
Private household workers	41	32
Female employed, 16 years old and over	953	584
Professional, technical, and kindred workers	111	115
Health workers	44	20
Teachers, elementary and secondary schools	20	47
Managers and administrators	63	25
Sales workers	65	53
Clerical and kindred workers	331	140
Secretaries, stenographers, and typists	62	38
Operatives, including transport	104	23
Nondurable goods manufacturing	–	18
Service workers, except private household	208	173
Private household workers	41	32
Other occupations	30	23
CLASS OF WORKER		
Total employed, 16 years old and over	2 327	1 488
Private wage and salary workers	1 734	977
Government workers	366	332
Local government workers	172	199
Self-employed workers	198	158
Unpaid family workers	29	21
INCOME OF FAMILIES AND UNRELATED INDIVIDUALS		
All families	1 585	1 163
Less than $1,000	37	43
$1,000 to $1,999	72	86
$2,000 to $2,999	65	108
$3,000 to $3,999	95	152
$4,000 to $4,999	117	86
$5,000 to $5,999	157	97
$6,000 to $6,999	108	103
$7,000 to $7,999	129	156
$8,000 to $8,999	170	93
$9,000 to $9,999	89	41
$10,000 to $11,999	230	66
$12,000 to $14,999	179	72
$15,000 to $24,999	133	37
$25,000 to $49,999	4	17
$50,000 or more	–	6
Median income	$8 074	$6 092
Mean income	$8 360	$6 859
Families with female head	122	151
Mean income	$4 157	$3 575
All families and unrelated individuals	1 886	1 610
Median income	$7 377	$4 505
Mean income	$7 669	$5 652
All unrelated individuals	301	447
Median income	$2 786	$1 813
Mean income	$4 151	$2 512
Female unrelated individuals	196	274
Mean income	$3 400	$1 892
Per capita income of persons	$2 502	$1 899
TYPE OF INCOME IN 1969 OF FAMILIES		
All families	1 585	1 163
With wage or salary income	1 362	882
Mean wage or salary income	$7 938	$6 556
With nonfarm self employment income	172	133
Mean nonfarm self employment income	$5 677	$7 543
With farm self employment income	23	18
Mean farm self employment income	...	...
With Social Security income	287	283
Mean Social Security income	$1 827	$1 698
With public assistance or public welfare income	100	192
Mean public assistance or public welfare income	$1 044	$1 348
With other income	574	227
Mean other income	$1 217	$1 771
INCOME LESS THAN POVERTY LEVEL[2]		
Families	180	253
Percent of all families	11.4	21.8
Mean income deficit	$1 832	$1 777
Families with female head	57	83
Unrelated individuals	122	233
Percent of all unrelated individuals	40.5	52.1
Mean income deficit	$922	$804
Persons	844	1 435
Percent of all persons	14.5	30.0
Related children under 18 years	373	631
Percent living with both parents	57.4	65.1

SOURCE: U.S. Bureau of the Census, General Social and Economic Characteristics, 1970

(2)

OTERO COUNTY DEMOGRAPHIC PROFILE

1. POPULATION

1960 Census	24,128
1970 Census	23,523
% Change	-2.5
1973 Estimate	24,000

2. RACIAL - ETHNIC: 1970 CENSUS

Total White	23,101
Spanish	7,126
Negro	148
American Indian	27
Other	247

3. EDUCATION: 1970 CENSUS

Median Grade Completed (Persons 25 years and over)	11.7

4. PUBLIC ASSISTANCE: FY 1970-1971

Aid to Families with Dependent Child	
Caseload (monthly average)	386
Number of Recepients (monthly avg.)	1,582
Old Age Pension	
Caseload (monthly average)	850
Aid to the Needy Disabled	
Caseload (monthly average)	174
Percent on Welfare	18.9
Percent Receiving Food Stamps	11.9

5. FAMILY INCOME: 1970 CENSUS

Median Family Income		$ 6,849
Families Below Poverty Level	No.	985
	%	16.8
Families with Female Head	No.	606
	%	10.3
Families with Female Head Below Poverty Level	No.	253
		4.3

DEMOGRAPHIC PROFILE CONT.

6. VITAL STATISTICS: 1972

Population Estimate		23,600
Live Births	No.	387
	Rate	16.4
Total Deaths	No.	232
	Rate	9.8
Infant Deaths	No.	3
	Rate	7.8
Marriages	No.	224
	Rate	9.5
Dissolutions and Annulments	No.	137
	Rate	5.8

7. HEALTH MANPOWER: 1972.

Physicians (M.D. AND D. O.)	22
RN's -- Practicing	85
LPN's -- Practicing	66
Dentists	9
Optometrists	4
Chiropractor's	2
Psychologists	---
Physican Therapists (1971)	2
Pharmacists (1971)	19

8. EMERGENCY HEALTH SERVICES: 1972

Ambulance Vehicles		4
Drivers and Attendants	TOTAL	45
	Advanced First Aid	26
	EMT	---

SOURCE: Demographic Profile: Colorado Planning and
Management District 6. Colorado Department
of Health, Records and Statistics Section,
September 20, 1973.

ROCKY FORD AS THE SCHOOL CHILDREN SEE IT

Rocky Ford of Pioneer Times

DEVELOPED BY FRESHMEN CLASS '23, ROCKY FORD HIGH SCHOOL

Teacher—Miss Lytle.

When we look at Rocky Ford today, the little city of which we are all so proud, it is difficult to think of a time when there was nothing here except cactus and sagebrush, and stillness broken only by the lonesome howl of the coyote. However, that was the condition of things until 1870.

The first settlers in this part of the State were Mr. Wiley Potter and his cousins, the Messrs. Beatty. These men had recognized the possibilities of this section, and had taken out government claims. In 1865 they came out and settled on their claims—Mr. Potter about seven miles south of the present city, in the Timpas district, and the Beatty Brothers in the vicinity of what is now in Manzanola. However, Mr. Potter did not bring his family until 1869. The Beatty Brothers were then bachelors.

At that time the trade of all this section of the country centered in Santa Fe, New Mexico; the open road thereto was the old Santa Fe Trail. As the Santa Fe Railroad was extended into Kansas, a stage road was built along the northern bank of the Arkansas River. Wherever a good crossing was reached, the road was contiued southward to connect with the Santa Fe Trail. Naturally as the railroad was extended further and further west, old crossings were abandoned for new ones further up river. The bed of the Arkansas has in most places a large portion of quick sand. Hence the rocky bed just north of our city became a much used crossing. In fact, the Indians had made use of this crossing for many years as they migrated north or south with the seasons. It is said that Kit Carson first gave it the name of Rocky Ford as he came and went on his many expeditions throughout this region.

This was the condition of affairs here when an enterprising man representing himself as an agent of the Colorado Land and Colonization Company went through parts of Kansas and Illinois telling people of the wonderful opportunity that awaited them in Colorado. He said that for the sum of $100.00 they could purchase a tract of 500 acres; in confirmation of the deal he gave a beautifully engraved certificate, with a very proper looking seal thereon. The land, he said, was a part of the old Spanish tract, the St. Vrain Land Grant, which he claimed extended from the Rockies to the Purgatoire.

In the little town of Vermont, Illinois, the agent came to the general merchandise store of Swink and Russell. It was a small town with little to offer in the way of business prospects. Hence a number of men were so impressed with such a possibility that after due deliberation they decided to send Mr. Swink out to inspect the country and look into the conditions. Accordingly Mr. Swink took his carpet bag, rode as far as the railroad extended, then set out to walk, or ride as opportunity presented. It was thus, that he came to Rocky Ford, and became convinced that here was a place of real possibilities. The report he gave on his return was so satisfactory that the general merchandise store in Vermont, Illinois, was sold out and Messrs. Swink and Russell transferred their business to Rocky Ford. That was in 1870. Six months later they were joined by their families, and the real settlement of Rocky Ford begun.

They built their store on the south side of the river. It was a long room, built of split cottonwood logs set in the ground on end, and covered with poles and dirt. A small room was added to the back of this store room which served as a kind of a shop. As the community increased in unmbers, this store became the center of interest, as well as the trade of this section. It was here that business projects were discussed and put forward; here that religious services were held, and here that the settlers took refuge in time of an Indian "scare."

There was no lumber shipped (?) in at this time except that which came in the shape of dry goods boxes so the few houses were for the most part of adobe. This was true of the Swink home and of the Russell "Hotel" which last remained standing until June, 1921, when the flood waters washed it away. It had been marked with a tablet by the D. A. R., and was a most interesting historical landmark. This building, with the five acres of land on which it was placed, was at one time owned by Mr. W. C. Steele. He "traded it in" for a team and wagon from the man who bought it from Mr. Russell. Mr. Steele had expected to begin a dairy business there, but just after his purchase the flood of 1892 came, wiped off a corner of his house and covered the blue grass tract, where he had expected to pasture his cattle, with pebbles and sand. Mr. Steele decided at once that he would make no such place his home. He did not even have the deed recorded. His team and wagon were gone, but he still considers that he was wise to forego the anxiety and possible loss, though it was nearly thirty years before another real flood came. Doubtless Mr. Gorsuch, who lost so heavily in the flood of June, 1921, including this very building and land, wishes he might have had a similar warning.

The store thrived, and Mr. Swink set about the founding of his cattle business, which was the business for which he had really come west. He also started farming in a small way. He had a unique system of irrigation. He would have his boys bring water from the river and fill barrels which he put about at convenient places on his land. When it became necessary to irrigate he would remove the bung from the barrel and lead the water out over his land in small ditches.

The stage road still followed the north bank of the river, leading on to Pueblo. As each stage arrived, Mr. Swink would cross the river in his canoe, and the stage driver would toss the mail bag to him; he would fit in his key, turn the contents out onto the ground, select that which belonged here, then replace the rest and toss the bag back to the driver.

By 1873 the railroad was extended to Kit Carson, Colorado. One of the earliest passengers to this point was Mr.L.N.Hendricks. He was on his way to Rye. As the stage drew up on the bluff at Rocky Ford, his attention was caught by the little cluster of houses on or near the south bank of the river. As far as his eye could reach there was prairie—only here was a little fringe of trees along the river's bank, and that little cluster of houses. Just then a canoe shot across the river, and he caught sight of the stalwart figure of Mr. Swink as he came for the mail. More and more the wonder grew as to what could be these peoples' idea in settling in this lonely place, to battle against its disadvantages and the hardships it imposed. The impression was so strong that it lingered with him, and a few years later he returned here to look the place over and to satisfy his curiosity. He liked it so well that he decided to remain, and so Rocky Ford acquired one of her earliest teachers and finest citizens.

Meanwhile, other persons decided to take up a portion of the Spanish Land Grant. Among these were Mr. Andrew Nicholes, who, with his family came across the country in his "Prairie Schooner" and joined the little colony near Rocky Ford. One of Mr. Nicholes' first business ventures was the operation of a ferry across the river. For, in spite of the excellence of the Ford, there were times that high and swift water detracted from its usefulness. So Mr. Nicholes placed a heavy cable from one side of the river to the other, built a large, strong scow, and with this equipment transported teams and wagons as well as passengers across the stream, by hand.

The settlers had just begun to get things well under way when a Government agent came through and informed them that they had no right to the land which they were on, as this land was open for settlement only under certain government claims. The St. Vrain Grant included some land immediately around the Rockies, but did not extend into this Valley.

This was a blow to the settlers, but their enterprising pioneer spirit asserted itself and they at once began looking into the matter of Government claims. There were three claims open to them—the Homestead, the Timber, and the Pre-emption claims.

It was just at this time that the Santa Fe decided to extend its railroad through this section to Pueblo. Naturally the settlers determined to take out claims that would put them in easy reach of the railroad. Mr. Swink took out all three claims. The site of the present Swink and Fenton homes, and the High School, are a part of his homestead claim; from Chestnut Avenue, where the Amos Apartments now stand, back to the river and including the Fair Grounds, was his timber claim; a portion of the West Ranch was his Pre-emption claim.

Mr. Swink's was the first timber claim to be proved up in the United States. The second was that of A. D. Best, in Grand Valley, and the third the I. Dennis claim, north of the present city, on the Arkansas River. It is now owned by Mr. Cover.

To meet the changed conditions, the Swink and Russell store was moved from the old Ford to the Railroad. It was housed in the adobe building which is still standing on the west side of the Tenth Street crossing, the adobe boarded over, an old warehouse, with nothing about it to suggest the stirring scenes of which it was once the center. This was in 1876.

The first attempt at laying off a town here was principally the work of Messrs. Swink and Bechtel (Mr. Levi Bechtel was Mr. Swink's uncle), the railroad and the government claims being the determining factors. There were four blocks, two on each side of the railroad, and one block back. The Swink store, which was also the postoffice, became the center of life for the entire community. The first residence was Mr. Swink's home, a small adobe structure located on what is now a part of Dr. Fenton's back yard.

However the real beginning of the town was in 1887. The Santa Fe Company made a point to build up towns along its line. From their headquarters in Topeka, Kansas, men were sent out to select sites, organize companies, conduct sales, and see that towns were regularly started. It was thus that La Junta was built. The last town the Santa Fe Company had started was Lamar; this place seemed to offer such advantages that it was determined upon as next in line. Accordingly the Rocky Ford Town and Investment Company was organized by the promoters of the Railroad Company, and on April 12, 1887, the first big sale of town lots occurred. At this sale, cash sales to the amount of $76,000.00 were made, and cash and contracts to the amount of $96,000.00.

The town was at that time platted as the early settlers had begun it, with the railroad and government claims determining its position. Tenth Street thus became the main street of the town, and the corner of Tenth Street and Railroad Avenue the center of the town. Just down from Mr. Swink's store on the edge of the track was a little frame box of a building which served as a station. Later when the old station (now the freight station) was built, this little structure was moved from here and may now be seen at Hoehnes, where it still serves the traveling public in its old capacity. Mr. Horace Amos who was proving up on a claim about three miles out of town, served as the first night telegraph operator.

Meanwhile, Mr. James H. Lowe, who had come out with Mr. Swink but gone further west, came back to Rocky Ford after eight years, and took an active part in the developing of the community. Mr. Lowe had also acquired a 500 acre tract of land—or rather a certificate therefor—from the agent of the Colorado Land and Colonization Company, giving for it, in lieu of the $100 cash, a fine black horse. He afterwards felt that the horse would have proved of more value than the certificate—just as other purchasers felt as to their $100, or whatever they had given instead. However, as one of them is reported to have said, had it not been for this special inducement they might never have come to Rocky Ford, so after all their investment (?) proved worth while.

Mr. Lowe and "Uncle Billy" Matthews put in the first actual irrigating ditches, leading the water from the river at about the present location of the headgate of the Rocky Ford ditch. These two men, because of their own demonstration as to the success of irrigating, because of the influence they were able to bring to bear on other men of the community, and because of their willingness to back up their arguments with the actual labor digging, deserve our lasting appreciation and gratitude for the successful inauguratoin of the splendid irrigation projects, on which the development of the community has been dependent.

The post office was in the Swink store, and Mr. Andrew Nicholes was the first postmaster.

The town was in need of a hotel, so a two story adobe building was put up on the corner of what is now Tenth Street and Railroad Avenue, where the present Continental filling station is. This was owned and run by Mr. J. S. Seeley. Many of the present citizens of Rocky Ford spent their first nights in this town at the Seeley Hotel.

On June 2, 1887, the first newspaper, The Enterprise, was published. The editor was Mr. Alexander. The Enterprise, immediatly identified itself with the life of the town, and became the chief organ of progress. In its second issue, that of June 9, it was announced that Rocky Ford was to have three railroads—the Santa Fe, the Chicago Alton, and the Missouri Pacific, and while this did not materialize, that was no fault of the Enterprise or of its editor. Any present-day citizen who will go back to copies of these early issues, so carefully preserved by the present editor, cannot but feel something of the stirring romance of the beginnings of this little city and live again something of the life of those pioneers who have bequeathed so much to us.

It was in 1888, after the town was incorporated and duly operating under its first mayor, that money was voted by the council for the planting of the trees which have ever since been a feature in the attractiveness of the town. It is to be regretted that so many of them were of that variety of cottonwood which becomes objectionable because of the "cotton" scattered abroad on the air during certain seasons, and so are now being cut down. Last year saw a general slaughtering of these trees, and while bowing to the necessity, since they have become a menace to health as well as comfort, we cannot fail to grieve the passing of this early mark of consideration from our pioneer fathers. It will be many years before Rocky Ford can again acquire a stand of trees which will offer the shade and the beauty and homelike atmosphere that have been offered by these.

In the meantime, Rocky Ford was growing. It could boast of two Justices of the Peace, Mr. I. Dennis (whose wife was Mrs. Swink's sister), and Mr. E. C. Gobin, father of our present Gobin citizens. These gentlemen attended to most of the "law" business of the town at that time.

The Swink store was still the center of business and of interest. Here was the post office, and here was to be had food, dress goods, farm tools, the new spring bonnet, and even the rude pine coffin in which the dead was laid to rest.

Irrigation had been started in a small way, people were coming and establishing homes. Still, life was crude. Every one rode on the "lumber" wagons. For years the only buggy in the community was the one owned by Mr. Eastwood, and this was much in demand on soft summer evenings and beautiful moonlight nights. The only medical aid was at Las Animas, thirty miles away, but fortunately the old settlers were healthy, and did not have much need for doctors. Moreover, kindly friends and neighbors were always ready to do what they could to lighten the burdens, to alleviate the sufferings, and to cheer and comfort any who were in need of their ministrations.

The only time a minister's services could be procured was when one was passing through the country enroute to Denver or some other town. However, in 1887, a regular minister was secured. It was in that year, too, that the cemetery was moved from the spot that is now the Liberty School playground to the present Valley View Cemetery.

In the earlier days of the town all the public gatherings except those of a religious or educational nature were held in the adobe structure still standing on Railroad Avenue—the Veterinary Hospital of Mr. P. P. Keck. To this amusement center the people of the surrounding community drove to meet the town people, and here, while the horses rested and refreshed themselves downstairs, the settlers had many a dance and gay time of revelry in the hall upstairs. Seeley's Hotel later became the more fashionable place for the holding of dances, but there are some who claim that never, anywhere, was fun so free and good will so unrestrained as in that adobe hall-barn.

Something of the determined spirit of these early settlers is shown by the following incident. In the winter of '88 there was a shortage of coal. An appeal was made to the Santa Fe authorities to send in a carload, but no coal was forthcoming, the Management claiming that at that time they were unable to meet the demands being made upon them. In the meanwhile a carload of coal was passing through enroute to Topeka. While the engineer went in for his orders, a number of citizens banded themselves together and quietly uncoupled one of the cars and began unloading the coal. Neither the engineer's insistent orders to "leave it alone" nor his cursing had any effect whatever on these men who quietly informed him that nothing would stop them but a definite promise from the Santa Fe Management that a car load of coal would be here within the week. The engineer and night operator "got busy" and soon the promise was given, the men desisted from the unloading of the coal, the train was properly coupled up and went on its way—minus just a few sacks of coal. The promise was kept and the shortage remedied without further trouble.

While the settlers were at the old Ford, river water was used for drinking as for all other purposes. When the present settlement was made, some few people dug wells, but irrigation made these unprofitable because of the seepage and so for the most part ditch water was used. The settlers had a method of their own for "settling" the water. A piece of cactus was put in the vessel; as the mud sank to the bottom it was attracted to the cactus and adhered thereto, so that the water could be poured from the top in a fairly clear condition. One old (?) settler puzzled her people "back east" by telling them that the people here of her household had been busy all day hauling in a supply of water "in gunnysacks", but doubtless the water from this ice was rather more acceptable than that which was ordinarily available. Naturally as the settlements here and elsewhere along the Arkansas River increased, river and ditch water became polluted and unhealthful, so it was necessary to establish some other source of water supply. Still, it was not until 1896 that the first artesian well was dug here, and so the beginning of a beter water supply assured.

By 1894 the town had outgrown its old confines, and it was determined to replat, opening up further advantages and opportunities to settlers. Accordingly, the town as it is today was laid off. The first filing had blocks 350 feet square; in this filing they are 300 feet square; hence the two small blocks just north and south of the railroad. Before this time the homes had been built in accordance with the way the government claims lay. Now however, the railroad was taken as the determining factor, with Main Street at right angles thereto, which places the present town at an angle of forty-five degrees to the old government claims and accounts for the odd-shaped lots to be seen here and there throughout the town.

Business houses were built for the most part on Main Street, and then and there was inaugurated the struggle between the north and the south ends of the town.

Following the fortunes of this fight, the post office has made several moves. Its first Main Street home was on the site of the present First National Bank—at which time Mr. Van Hendricks was the post master. From there it moved to the present Bradshaw site; in 1900, to where Price's store now is; in 1902 to its present site, on the corner of Swink and Main.

The first bank was the Rocky Ford State Bank, on the site of the present Rocky Ford National.

The first drug store was operated by Cretcher and Hereford, where Braden's drug store now is. This was soon followed by the first City Drug store, operated by Dr. Kearby, in what is now Morse's Jewelry Store.

The first physicians were Dr. Huber and Dr. Kearby. The former was in search of health, and migrated with the seasons, so the latter was the first resident physician. Many of the people still living here recall the kindly and efficient ministrations of Dr. Kearby.

Among the names of those who did their part in all of this upbuilding are those of Swink, Russell, Potter, Lowe, Hendricks, Bechtel, Dye, Stevenson, Goddings, Reed, Hammond, Capron, Page, and Steele.

And thus the foundation of our city was laid.

Rocky Ford's Schools Have Grown With Community

First school in this part of Otero County was located one quarter mile west of Swink, on the bank of Timpas Creek, in 1871. It was a private school for the five children of Wiley Potter family and three youngsters of A. Russell, who was partner in the general store of Swink and Russell.

The school building was a two-room adobe house, occupied by a family who kindly moved to the back room in order that the children in the neighborhood might have a schoolroom. There were no desks, only one table and some wooden benches. Teacher was Miss Elizabeth Beatty, who received $25 a month for a term of three months.

In 1872 Judge Russell engaged Barney Natier, a man of scholarly attainments, who came to Colorado for his health, as teacher. The school building was the Bill Todd house, situated on what is now Center Ranch, a small picket cabin, made of pole driven into the ground, daubed with mud to fill the chinks and plastered inside and outside.

The two small windows were covered by oiled paper, and heat was provided by a fireplace. Same pupils attended, and Mr. Russell and Mr. Potter each paid the popular one-armed teacher $25 a month for the three-month term.

Two more families, the Lavendars and Rhodes, came in 1873, adding six more children to the school, which was taught that year by a Mr. Stanley, who had lost both his lower limbs and who walked on his knees.

By 1874 with the arrival of the Swink and Swift families (tho the Potters moved to Trinidad,) the school population numbered 15 pupils, and school was held at the Matthews place, now West Ranch, in a one-room log building. Miss Beatty was again the teacher. Seats were of split logs. There were no desks, and the pupils took turns using the only table when they had writing exercises. No paper was used only slates and slate pencils.

First school in the township was built in the summer of 1877 and was a 15 by 15 foot one - room house, located where the Chamber of Commerce building now is. It was built of adobe, covered with stucco, weather-boarded to protect the mud walls from rain and painted white.

The room had four rows of desks, each desk seating five pupils. There were glass windows, and two pictures, one of Washington and one of Lincoln, in the room. Only slates were used, and each child had three books, a Blue Back speller, an arithmetic book and a reader. Only church hymns were sung.

Sale of town lots in the spring of 1887 and the resulting boom found the "Little White Schoolhouse" overcrowded the next session, so a second teacher was employed. In November, 1887 there were more than 100 pupils enrolled with a town population of 300.

Miss Jennie Burnett taught the first four grades in the school house, while Miss Mary Killgore took the three upper grades, consisting of 57 pupils to a vacant store building.

Both Miss Killgore and Miss Burnett were "proving up" on claims two and a half miles north of town. They drove in from their claims and did their own janitor work.

In 1888 it became necessary to add another teacher. Miss Burnett with an enrollment of 28 still taught the primary grades in the "White Schoolhouse." Miss Haviland taught the intermediate grades in a room at the St. James Hotel, and Miss Killgore the upper grades in another room in the same building. School was in session for six months.

Because the need was felt for a new school building, a town meeting was held June 7, 1888 with the school board and all interested voters in District 4 attending. A proposal for a $10,000 bond issue for a new building carried by a large majority.

The Santa Fe Railway was interested in building up towns along its route, and five acres was provided by the company for a school site. Contract for building was let to W. B. Gobin for $3,220 Aug. 15, 1888.

Bricks were made in Rocky Ford, rock came from Coolidge, Kan., much of the lumber was purchased in Chicago and material used in foundation was obtained at Timpas Creek, south of Rocky Ford.

Exterior of the new building was plain. There was a small projecting entrance on the north side, and on top of the building was a small tower. There were three rooms downstairs and three upstairs. There was no basement, and heating was by stoves.

Altho the building was completed by the spring of 1889, it was not named until nine years later. By then Rocky Ford had two schools, the "old" and the "new", and The Enterprise suggested naming them. The school board agreed, and decision was left to the pupils. A vote was taken in September, 1898, and the name "Washington" chosen.

With the occupying of Washington in 1889, the original "White School House" was abandoned, and all classes were held in the new building.

First Rocky Ford High School graduating class received diplomas in the spring of 1893 with commencement held May 26 at the Odd Fellows Hall. First graduates were Harry Robbins, Nellie Seeley, Mattie Swink, Mamie Wasson, Walter Green, Will Guthrie, Gertrude Green and Mamie Guthrie. Only Mrs. Mattie Swink Lamon still lives in Rocky Ford.

At this time there were only two years of high school. In the fall of 1894 an 11th grade was added, and six of the members of the class of 1893 returned as post graduates. Total school enrollment was then 200 pupils.

There was no graduating class that spring (1894), but in the spring of 1895 there were nine graduates. However, in 1895 there was only one -- Carl Clarke.

By 1897 enrollment was 440, an increase of 120 percent! To take care of this the school board rented rooms downtown, while a new building was constructed on the site of the "White School House", which was moved to make way for the new school. This new school was subsequently named Liberty to honor Cuba's independence, obtained as result of American efforts in the Spanish-American War!

Liberty was 52 by 67 feet, of red brick, ornamented with Manitou stone. There were two large halls, a principal's office and one of the latest hot air furnaces in the basement. Cost was $6600.50.

First four rooms were completed and occupied in 1899-1900, and the second four added in 1901. Among the new features were two drinking fountains on the school grounds.

Eighth grade and high school were moved into Liberty, Washington being reserved for the lower grades. In 1901 all school buildings and sites were valued at $30,000, and total school expenditures for the year were $12,702.33.

Building of the sugar factory in 1900 brought a population explosion to Rocky Ford with the result that there were 1300 children of school age in the fall of 1902, so that the two buildings were inadequate and overflow classes were held in the rear of the Rockford Hotel.

July 5, 1902 a school patrons meeting was held to vote on issuing $10,000 in bonds for an addition to Washington School. As a result four classrooms were added, two upstairs and two down, plus spacious halls on both floors and an office on the second floor.

With a policy of enforcing school attendance of all children of school age put into effect, by 1906 there were 1008 pupils in school taught by 28 teachers.

By 1907 a high school building was urgently needed for the increasing number of young people completing the four year course, the high school having been put on the approved list in 1903.

The four year curriculum was much like that offered today with some notable exceptions: "Orthography and Literary Work" in ninth grade, geology in 11th, and political economy and astronomy in 12th.

G. W. Swink offered to sell the block across from his home for a high school, providing it be used only for that purpose. It was purchased for $5,000, and bonds totaling $17,500 were voted.

Rocky Ford was justly proud of her new $45,000 building, upon its completion in the spring of 1908. There were six faculty members, and the first class to be graduated from the new building was that of 1909 with 17 members.

Because of the success of the beet industry and of other farm crops in the area, Rocky Ford continued to grow so rapidly that by 1915 a third elementary school was needed. By a vote of 111 for and 25 against a $10,000 bond issue was floated.

Two acres in the 600 block on South Eighth Street were purchased from S. M. Cressy for $3,500. The 11-room brick school cost $25,000 unfurnished. It was begun in 1915 and completed in January, 1916. This school is still in use and still bears the name given it then -- Lincoln.

By 1917 there were insufficient rooms for the necessary high school classes, and after a hotly contested election another bond issue, for $100,000 was floated for the purpose of enlarging the high school. In February, 1918, the new building was ready.

Approximate cost of the addition was $106,000 with the entire building, the old school and the addition, valued at $150,000.

On completion of this high school the seventh, eighth and ninth grades moved into the new building as a junior high unit with the three senior high grades.

Until after World War II, these buildings served for the school population, which only increased from 1171 in May, 1930 to 1267 in May, 1940.

But with the post-war population "explosion", new Liberty and Washington elementary schools were needed by 1949, and contracts were let Aug. 9 of that year for the two new buildings at a cost of $473,548.89. Each building had 12 classrooms, a cafeteria, gymnasium, office, nurse room and teachers workroom.

The high school was no longer adequate to hold both senior and junior high pupils, so contract for Jefferson Junior High School was let March 2, 1953 with the building completed in September, 1954, containing eight classrooms, home economics, industrial arts, art, all purpose, science and library rooms.

Liberty proved too small for the continuing growth of pupil enrollment, so two rooms were added in 1955 and another two in 1959. Jefferson also proved too small, as total Rocky Ford school enrollment climbed to 1658 by May, 1960, so two rooms were added there that fall.

With reorganization and consequent enlargement of old District 4 to District R-2 in 1961, even the expanded junior high was no longer large enough. At the same time the state industrial commission condemned the high school as unsafe.

Result was the need for a bond election to obtain voter approval of an addition to Jefferson and a new high school.

Contract for the junior high addition was let Oct. 18, 1961 with four classrooms, music room, cafeteria, gymnasium and separate dressing rooms for boys and girls to cost $225,182 with completion set for Aug. 1, 1962.

A 20-acre tract at the southwest edge of Rocky Ford was purchased by the school district from American Crystal Sugar Co. for a high school site. Contract price for the building is $1,002,133 with the contract let Jan. 4, 1962. Completion date is March 1, 1963.

SOURCE: Rocky Ford Daily Gazette, 6-29-62

Lee Cover Recalls

RF Kids at Turn of Century Didn't Know They Were Deprived

BY LEONE ANDREWS

"Would you believe dressing and undressing under the grandstand, furnishing our own football suits, shoes, etc., and not even dreaming of nice warm showers after a game? And would you believe playing basketball in what is now Burrell Seed Co. building on South Main, (upstairs) where two coal stoves heated the place, and we dressed behind a curtain — (no showers)?"

Lee Cover, resident of Rocky Ford (off and on) since age of three when he moved here with his parents in 1896, recalls the "good old days" with lots of humor and nostalgia. "When I was playing football, basketball, and track, there were no A, AA and AAA schools. We were all on the same level in southern Colorado, Northern New Mexico league which consisted of Lamar, Las Animas, La Junta, Trinidad, Walsenburg, and Raton, N. M. Later Raton was dropped and Pueblo schools added, and we held our own in all sports," he recalled.

Cover graduated from RFHS in 1913, and had been on a championship basketball team as well as track team. "We didn't have a championship football team but we sure did play hard," he noted. "Tub" Morris was football and basketball coach at that time. Cover remembers a Miss Otwell as a very good English teacher, but didn't recall much about other teachers. "As for the principal, I just know we didn't get along very well," he said. He liked school, even when he had to ride a mule (he rode behind his older brother, Hunter), from the family farm east of Rocky Ford. There were no school buses, no hot lunch programs, and everybody had to provide their own books and other equipment, he remembers.

Cover's parents, Mr. and Mrs. Charles J. Cover, bought the former Denson farm east of Rocky Ford about 1898, and built the two story brick home with full attic which is still a lovely home. Attic space was used for recreation, including boxing and wrestling, Cover recalls. (We didn't have electricity until 1915, he added.) Lee particularly remembers a brotherly scuffle in which he wound up with a deep cut on his wrist. "My father took me to Dr. B. B. Blotz whose hoffice was upstairs in the Gambles Store block, and he just laid me on a table and went to work sewing it up!", he explained. (The scar's still there as a reminder).

"One of our favorite haunts during our days on the family farm, was an old covered wagon which we took off its wheels and suspended to a large tree in grove back of the house. We slept there all during the summer months, and kept quite cool," he recalled.

Lee attended Colorado College in Colorado Springs, majoring in business administration, and playing football (as a running back) when team defeated Colorado University 33 to 0 in 1916. He enlisted in the Army in 1917 and served two years in France, becoming discharged in May 1919. After working with Internal Revenue Service for two years, he became a Ford automobile dealer, first in Colorado, then in Nebraska and California dealing in Model T's at first. He recalls operating an apple dehydrator for about a year at Chelan Falls, Wash., shipping dried apples by the carload, to Germany.

After moving around a lot, Cover returned to Rocky Ford and worked as an onion buyer for Leonard, Crossett, and Riley. He soon went back into Automobiles, but couldn't get cars because of the war. In 1943 he re-enlisted in the Army-Air Force and served two years as combat intelligence officer in China, Burma, and India. "I had some close calls but was never injured in either war," Cover stated.

"I've seen the town expand from a busy little town with dirt streets, no electric lights, no sewage system, tree-lined Main street, and irrigation ditches everywhere, to the present modern little city in which we enjoy living. I recall when one mile of road east of town was paved as an experiment (first in eastern Colorado) in the early 1900's, and also when Mayor Billy Gobin was instrumental in building the concrete welcome arch at east edge of town while he was in office, 1927-29. Highway was routed under arch at that time, and was still a two way road.

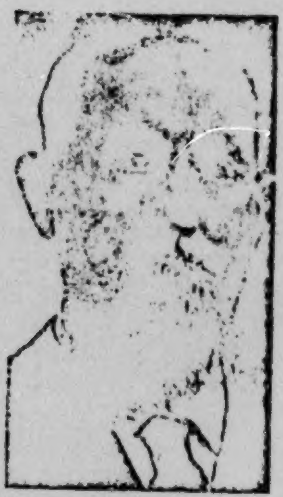
Cover's first marriage in 1917 did not last, and he was later married to Pearl Steward in 1934. His three children are within a close radius of Rocky Ford, and include Durbin, a dentist, practicing in Pueblo; Barbara Adams of Rocky Ford, and Joan Matthew of Cheraw. He also has 14 grandchildren and five great-grandchildren, and a step-son, Robert Steward of Chester, Va. He has been retired since 1961, and Mrs. Cover retired from office work in 1962. They have travelled in every state except North Dakota and Alaska, but always look forward to returning to Rocky Ford.

Cover has been member of Masonic Lodge in Rocky Ford since 1920, and took the Knight Templar degree and was member of Shrine (AHMES Temple) of Oakland, Calif. in 1926. He has been member of Rocky Ford Lions Club at different times, was first commander of local American Legion Post No. 8 in 1919, and also first commander of local VFW Post 4091 in 1945, and district commander in 1946.

He was member of Rotary International in Rocky Ford for several years also. "I used to do lots of hunting, and have always enjoyed playing golf, but my 81 years are catching up with me, and I don't try it anymore," he says. (Incidentally, his 81 years certainly don't show!)

SOURCE: Rocky Ford Daily Gazette, 2-10-75

George W. Swink Father of Watermelon Day



George W. Swink was born in Breckenridge County, Kentucky, on June 30, 1836, moved to Schyler County, Ill., in 1840 and settled on timbered land

Early days of his life were spent in clearing the timber land and in running a circular saw mill with horse power. Oct 1, 1854, George W. Swink married to Miss Mary J. Cook of Schuyler County, Ill

Mrs Swink was born near Sandusky, Ohio on Feb. 4, 1836 and emigrated to Illinois in 1839.

Senator and Mrs Swink were parents of eleven children, six boys and five girls, all of whom were living in the year 1904 when the substance of this statement was prepared by Senator Swink.

From the year 1854 to the year 1860, he lived and farmed in the timber land in Illinois.

From 1860 to 1870 he ran a saw mill

In 1871 went to Rocky Ford, Colo., and engaged in the mercantile and stock business.

In 1873 and 1874, with others, he commenced the construction of what is known as the Rocky Ford Canal, one of the oldest canals in the Arkansas Valley.

In the month of Feb., 1874, he moved his family from Illinois to Rocky Ford.

In the spring of 1875 he began experimenting on the raising of agricultural crops, principally grains and vegetables to ascertain what would do the best. He had been told that it was impossible to raise anything in the Arkansas Valley, but much to his surprise, practically everything planted gave an exceptional production, particularly the vine crops.

In 1877 he determined to make watermelons and cantaloupes his principal crops and began the development of what in 1904 was known as the Rocky Ford Netted Gem Cantaloupes. The principal difficulty in the early development of the cantaloupes was found to be inability to properly polinize the cantaloupe, and it was found that while the cantaloupe would set, it would not remain on the vine until the appearance of the ground bee.

He then brought in the honey bee and upon the introduction of the bee, found that cantaloupes could be produced two weeks earlier.

He continued in the mercantile, stock and farming business until 1885, during which year he sold out and made farming and irrigation work his sole occupation until the time of his death, which occurred in 1910.

In 1878 he commenced the raising of alfalfa.

He served two terms in the State Senate of the state of Colorado.

WATERMELON DAY

The annual watermelon day for many years has always occurred on the first Thursday in September, that being the one big day of the Arkansas Valley Fair

This festival was started thru the early efforts of Senator George Swink, after he commenced the raising of watermelons in 1877 Prior to the year 1877, there was no set day for the celebration, but in that year a few of the residents of Rocky Ford joined Senator Swink and an effort was made to have a large number of people from Kansas attend The Santa Fe Railroad company at that time was very busy developing the country along their lines and emigration had been moving west thru Kansas. The Rocky Ford promoters had the idea that they must go to Kansas for the crowd A committee was appointed and passes given them by the Railroad company and the committee sent into Kansas as far as Hutchison, to distribute bills and talk up the proposed fair. The date fixed for the fair was September, first Thursday.

When the fair opened, about 400 or 600 were in attendance. This was the first year the watermelon festival and fair were brought together

In 1888 greater efforts were made, and the event was advertised by their bills and otherwise at Pueblo, Canon City and vicinity and Denver.

As a result of these efforts, about 1500 people attended the 1888 fair and melon day

In the early history of watermelon day the entire event was handled by Senator Swink and the following is a brief statement of the history of this event from the year 1878 to 1886 inclusive:

The first Watermelon day was in 1878 The country then being very thinly settled, the crowd was quite small, not more than twenty-five people being present, and they being mostly from La Junta, coming in a Santa Fe caboose Hon G. W. Swink cut the melons on the grain door of a box car Only one wagonload was required to feed the crowd and give them all they wanted to carry home

In 1879, Mr Swink gave the same invitation and the crowd was increased to about fifty, mostly from La Junta again. They ate and carried home with them one large wagonload of melons A grain door again served for a table, and Mr Swink did all the carving

In 1880 the crowd increased to 100 and consumed two wagon loads of melons.

In 1881 there was another increase, two coachloads coming from La Junta. That year, a table was built twelve feet long and the melon supply correspondingly increased.

The same growth of attendance was noted in 1882, the pile of melons steadily growing, so that all wants were supplied. During all these years the feast was served in the old Swink store adjoining the Santa Fe track.

In 1883 there was another marked increase in the crowd, and the table for melons was transferred to the grove north of town, which was a part of Mr. Swink's timber claim, which was the distinction of being the first timber culture claim proved up on in the United States. The feast of melons was accompanied by a basket picnic, a table being built separate from the melon table On this the ladies spread a most excellent dinner for the visitors Adjacent to the two tables was a display of plums, grapes and apples which were given to the crowd before the day ended. This was the beginning of the now celebrated Rocky Ford fairs of the Arkansas Valley Fair Association

In 1884 there was another increase both in the crowd and the size of the melon pile. The free dinner was enlarged in quantity and improved in quality The ladies of Rocky Ford took great pride in preparing a fine dinner and deserve much credit for the valuable aid rendered The display of horticultural products was made a feature again

In 1885 there was the usual increase in the crowd and the spread of toothsome viands To the display of fruits was this year added that of farm products Up to and including this year, Mr Swink cut and served all the melons which were eaten.

In 1886 so great was the attendance that the ladies had to "put the big pot on," but they had an abundance of "grub" and as fine as could be provided anywhere This year Mr Swink was compelled to call in help to cut and serve the melons There was the usual display of farm and orchard products, but in larger quantity than previous year. The raising of watermelons in the Arkansas Valley was started by Senator Swink in 1877 by the planting of about one-quarter of an acre which produced all that could be sold in the local market that year The local demand increased, and from time to time the acreage was increased

Up to the year 1886, Senator Swink produced all of the melons that were raised in that part of the country, and during that year he commenced to introduce them in the Eastern markets. The first two years the shipping of melons was a failure financially as the proceeds were not sufficient to pay the express charges.

Shortly afterwards, the better hotels and restaurants began to call for Rocky Ford melons and they were shipped in car load lots to Kansas City and Saint Louis

Many amusing incidents in the development of the melon industry and of watermelon day arose during Senator Swink's connection with these enterprises, among them the most amusing being the "space writer's" articles which appeared in the Denver papers with respect to the seedless watermelon The headline in one of the articles read as follows:

"SEEDLESS WATERMELON HUMANITY'S LATEST BOON

New species of Spherical Delight Originated by Former State Senator Swink, of Rocky Ford, who is hailed as a Benefactor "

Needless to say, there was no truth whatsoever in the sensational statement on this subject as Senator Swink was too practical a man to spend any time on visionary subjects of this character

Among other things, a writer at one time stated that the cantaloupe was developed by Senator Swink by crossing the pomegranate with the old muskmelon This statement also is pure fiction so far as any one conversant with Senator Swink's early efforts can ascertain.

The fact appears to be that he developed an inferior melon into the now famous Rocky Ford cantaloupe, by constant watchfulness and experiments over a long period of years, beginning as far back as 1877

Homer Mackey of Rocky Ford has in his possession the original homestead patent issued on 160 acres of land, southeast of Rocky Ford, which Mackey and his brother, Elmer of Boise City, Okla., own. Land was homesteaded by the men's uncle by marriage, the late David Best, and deed is dated 1889 and was signed by Grover Cleveland.

Sale bill of Hawkins Department Store of Rocky Ford, which carries no date but obviously was printed in Rocky Ford's early days, offers such bargains as Celluloid Collars 8¢, Celluloid Cuffs 25¢, Ladies Hose 5¢, Galvanized Wash Tubs 60¢." Sale bill belongs to Homer Mackey of Rocky Ford.

SOURCE: Rocky Ford Daily Gazette, 6-29-62

Beginning of Rocky FordCantaloupes

Taken from a 1906 issue of State Agricultural College publications, is the following interesting report on development of Rockyford Cantaloupe Industry, written by Philo K. Blinn, Field agent for Arkansas Valley. The late Mr. Blinn, father of Warren Blinn of Rocky Ford, was superintendent for many years at what is now CSU Research Station east of Rocky Ford. At close of this same book is a report from Mr. Blinn on three general subjects, alfalfa, beets, and cantaloupes in the Arkansas Valley. (Copy of book was graciously loaned to Gazette by Johnny Doll.)

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EARLY HISTORY

Rockyford Netted Gem Cantaloupes have been produced in the vicinity of Rockyford for about 20 years, while other varieties of cantaloupes or muskmelons are reported as having been grown at an earlier period by the first settlers along the valley.

The honor of growing the first Rockyford cantaloupes for market is accredited to Mr J W Eastwood now a resident of Phoenix, Ariz. The same season Mr J. E. Gauger, a few miles west of La Junta also grew a small patch of the Netted Gems from seed secured from Mr. W. Atlee Burpee who introduced the variety in 1881.

Mr Eastwood relates the beginning of the industry in the following narrative:

I removed from Denver to Rockyford in November, 1884, and as I had previously been growing in the Netted Gem cantaloupes, I determined to try them there. Accordingly the following spring, I planted about one-half acre, and so far as I know, this was the first of this variety grown at Rockyford. Mr G. W. Swink was growing a larger variety, but after making several close inspections of the Netted Gems as he saw them growing during the season, said he was convinced that they were the cantaloupes to grow.

He selected a dozen or so for seed which were the first of this variety in Rockyford to be saved for seed. I secured my seed either through Mr Henry Lee of Denver or Mr. Burpee of Philadelphia.

At that time no thought was given to the improvement of the parent stock, from which such marked results have since been attained.

I do not now remember the amount of cash received from the product of this half acre. I shipped the melons mostly to Mr. Woodruff, a commission merchant of Leadville, who sold them for 10 cents per pound, which would be equal to about $6.50 per crate.

As the patch yielded well and the melons sold so readily, I wished before the season closed that I had planted several half acres, but during the seven years in which I grew cantaloupes at Rockyford, I rarely exceeded five acres each year. After the first two or three years a number of other farmers began growing cantaloupes.

In those early years the market was not crowded and by culling closely a good sale was realized for what was shipped. The cantaloupes were gathered in sacks and packed and shipped in barrels and boxes, and as the market was then principally in Colorado towns, the "empties" were returned to the growers. We had not thought of shipping in car lots, although watermelons were already being shipped in that way; sometimes straw was placed on top of the water melons and cantaloupes were added to the car.

We had no thought of cooperative organization as yet, but each succeeding year, new growers were added, and as the markets began to be more fully supplied with cantaloupes, they were sometimes over crowded at the height of the season, one year while I was there, the growers met and apportioned the markets, each grower agreeing to ship only to his own, during the rush of the season, thus equalizing the supply to the various markets.

At the commencement of the cantaloupe industry, a comparatively small area was under cultivation. Such farms as were found along the Arkansas were principally stock ranches, producing hay, grain and alfalfa seed. The gross returns from any of these crops were comparatively small, and the valuation of land was consequently low. In the vicinity of Rockyford, even as late as 1897, choice lands under ditches with the best water rights were purchased for fifty dollars per acre. Hon. G. W. Swink and other early settlers who were interested in the development of the valley, were enterprising in their efforts. In 1889, Mr. Swink attended a Beet Sugar Convention held at Grand Island, Neb., with a view of interesting the Oxnard's in the Arkansas Valley as a suitable location for a Beet Sugar factory. he became convinced that the farms in the Arkansas Valley were too large and the population too small to offer any inducement to the sugar beet industry at that time. He had the hope, however, that the cantaloupe industry, which had already brought encouraging returns, would provide a larger population and smaller farms, and thus bring about the conditions necessary for the beet industry. Accordingly on his return to Rockyford he set to work to encourage every available settler. His lands near Rockyford were divided into five and ten acre tracts; and opportunities to secure homes were freely offered to health seekers without means, good intention being the principle requirement. The lucrative promise of the cantaloupe industry, as well as the light character of the work, appealed to an intelligent class of people who found the climatic conditions of the East too severe.

The public spirit which was early manifested, as well as the enterprising character of the community, were potent factors in the development of the cantaloupe industry and led to the intensive farming which has since characterized the vicinity of Rockyford.

During ten or twelve years, small farms devoted to cantaloupe culture were constantly increasing. Some growers, fortunate in getting early melons and in shipping to reliable commission merchants, received gratifying returns; others from various causes received but poor returns and bewailed their fate in ever coming to the valley.

During the latter part of the first decade, it became evident that the production of cantaloupes had reached the limit of the market then developed. One of the first evidences of "too many" cantaloupes, was the lack of boxes and barrels for shipping. Necessity, however, became the mother of invention, and someone conceived the idea of making a crude crate. Twelve-inch board and common lath were utilized, half of the length of the lath being used for slats, and as this happened to accomodate about 45 averaged sized melons, the size of the future standard crate was thus arbitrarily determined. Although the empty boxes were constantly being returned from the Pueblo and Denver markets, the local supply of lath and twelve-inch boards was soon exhausted.

Glowing reports from the first shipments of the season created such enthusiasm, that every melon which could possibly be shipped was hurried onto the market, only to find at the end of the season, that much of the crop had not paid express charges. The high prices which a favored few obtained at the beginning of the season acted like a lucky strike in a mining camp, and each spring found new growers and a constantly increasing acreage.

For many years the cantaloupes were shipped entirely by local express, each grower making his individual consignments to the various Colorado markets. In 1894 the first step toward co-operative effort in marketing cantaloupes was taken, groups of neighbors combining to load a ventilator car and ship by freight, thus securing greatly reduced transportation. The cars were consigned to commission men on the various markets who remitted to the individual consignors who made up the car. Messrs. G. W. Swink, A. C. Comer, A. P. Kouns were representative men in these early shipping groups. Two years later the growers, for the first time, were supplied with regular crates manufactured at the lumber mills. These were of the same dimensions as the first crude crate, and were essentially the same as those that have since been used.

Following the introduction of the crate, came the next step towards co-operative organization, when one of the shipping groups, already referred to, added a few members, elected officers, and effected a formal organization which has since been known as the "Kouns Party." Their plan was to ship to specially authorized agents or commission men who contracted to handle their cantaloupes exclusively. They shipped most of their cantaloupes to Denver, receiving fair returns considering the glutted condition of the Colorado markets that season. Their organization had its advantages, but as they had no control over the heavy shipments of others, the general results of 1896 were a repetition of former failures. Many growers after laboring all summer to produce a crop of cantaloupes, were presented with bills for transportation, their summer's labor having been sacrificed as they believed, to the railroad and commission men. A few cars of cantaloupes which Messrs. G. W. Swink and A. C. Comer that season shipped to Kansas City and St. Louis caused a new star of hope to rise in the Eastern horizon, and visions of great possibilities for future market developments.

The unrenumerative returns of several years having created a strong public sentiment that something must be done, the time seemed to be ripe for a more comprehensive co-operative organization. Accordingly a meeting was called in the fall of 1896, by-laws were drafted and articles of incorporation were filed for the Rockyford Melon Growers Association. It embraced practically all the cantaloupe growers of Otero county with the exception of several individuals who by reason of the organization were able to secure good prices from certain commission men who were trying hard to disrupt the organization. The Kouns Party was absorbed by the Association, it being understood that H. Woods should represent the Association in the Denver market. The general plan of the Association was to market all cantaloupes possible, and when from lack of cars or insufficient market, the melons could not be handled, the grower was given a receipt and his cantaloupes returned to him to be cut for seed or to be fed to stock. The proceeds of those which were marketed were divided pro rata according to the receipts which the growers held.

The first season a contract was made with the Western Poultry and Game Co. of St. Louis, Mo., which agreed to take thirty-five cars during the season of 1897 at 75 cents per crate, f.o.b. at Rockyford. The quality of the cantaloupes that season was exceptionally fine, and they sold so readily on the Eastern markets, that by the close of the season the St. Louis firm had handled 121 cars. On several occasions, circumstances necessitated the return of the cantaloupes to the grower, which according to the terms of the Association were receipted for, and which reduced the average price per crate during the season, yet for once in the history of the cantaloupe industry, the returns were satisfactory.

The following year the Manager of the Western Poultry and Game Co. came before the Association and reported that the previous year had been a profitable one to his company, they having cleared a considerable sum, exclusive of large amounts spent in advertising; he claimed that they had secured reliable agents in New York, Pittsburg and other cities in the East, to assist them, and offer to contract the crop of 1898 at 97½ cents per crate, f.o.b. at Rockyford. The proposition was received with enthusiasm.

The membership of the Association swelled to over 800 members, and the acreage increased to more than 5,000 acres in Otero County. With the exception of a small body of men in Prowers County and two or three men in Otero County it comprised all the cantaloupe growers in the Arkansas Valley. Never before was there a closer organization of growers, or one in which members were more persistent in their determination to remain loyal to the organization.

Some attempts were made to influence growers to break the contract and leave the organization, some men even having their agents meet the growers on the road to the station, and offer an advance over what they expected to receive through the Association, but as there was a general feeling that they had been victimized by such men there is no record of any grower betraying the Association.

The harvest began early in August, a few crates at first which rapidly increased until 14 cars were loaded in a day. This jumped suddenly to 28 cars a day during the last week in August. Soon 150 cars were rolling to the Eastern markets when it was realized that the market would be flutted before the week's heavy shipment could arrive. Telegrams flashed the information and a halt was called, while the commission men hurried West to explain the situation. A largely attended mass meeting of growers met at the Fair Grounds in Rockyford to hear the report of market conditions. By telegrams, letters and able addresses, they were convinced that their cantaloupes were not so marketable as in the previous year. Over one hundred cars had been dumped in New York City alone and transportation charges of many thousands of dollars remained unpaid, which it was claimed they were responsible for because the melons were not merchantable.

The A.T.&S.F.R.R. offered to cancel the transportation due them from the lost cantaloupes. The commission firm offered to pay $18,000 of the $48,000 then due the Association, providing the latter would waive the balance and accept 75 cents per crate for the balance of the season. This proposition was accepted by the growers though it afterwards proved that the firm was unable to meet their promises and representatives of the Association were sent East to investigate the disaster. They reported and experience has since shown that poor refrigeration was the chief cause of the loss of the cantaloupes, the truth of the matter being that the industry had out grown the then poorly developed market facilities. Experience in handling the crop had not kept pace with the increased production.

By this time, the cantaloupe industry had been the cause of a large increase in population and the large farms had been broken up into smaller tracts. Then, too, in 1899 a large number of field tests of sugar beets by farmers demonstrated the possibilities in the Valley, and the following year saw the construction of a factory at Rockyford, thus realizing the early hopes of the original promoters of the Valley.

Many growers turned their attention to the new crop so that the tension of the cantaloupe situation was somewhat relieved, and cantaloupe growing has since become more profitable, the average price realized having gradually increased. It is true there have been seasons of high and low prices, influenced by various conditions which effect the marketing of any crop, such as over-production, quality, the abundance of substitute fruit, etc.

SOURCE: Rocky Ford Daily Gazette, 2-10-75

Sen. Swink Was Plugging Sugar Beets Back at Turn of Century

Following is a copy of a letter written by Senator George Swink to President Roosevelt on Feb. 28, 1906, giving a brief statement of Senator Swink's activities in behalf of the beet sugar industry.

Rocky Ford, Feb. 28, 1906
Your Excellency President Roosevelt,
Washington, D.C.

I owe you an apology for not keeping the appointment you honored me with while in Washington on the 15th of Feb. 1906.

I was called before the Phillipine committee and by the time I got to the White House I was about ten minutes late, and as you were very busy with the marriage of your daughter, and also I hesitated to ask another appointment but I thank you just the same. I hope that your daughter and her husband may live long and their married life be a happy one and be a great pleasure to you.

I am glad that I had the opportunity to heartily support you twice and hope I may again.

I trust you will pardon me for writing you on a subject with which you are so familiar, that is the sugar interest of the Great West, for which section of the country I know you have a warm feeling. The sugar beet industry is an enterprise that I have been greatly interested in for many years and I write from a farmer's standpoint. In 1871, I came to Colorado. At that time there was not any farming done in this part of the state and it was thought that nothing could be done in the way of agriculture or horticulture. In 1873, we commenced to build our first canal. In 1874, I moved my family, wife and eleven children, out from Illinois to Colorado.

In 1874 I began to experiment to see what might be successfully grown, by puting out a garden. Not having our canal done we drew the water out of a well put in barrles and irrigated from the barrels with quite satisfactory results with our garden. In 1875 got our ditch out to my place and put out forty acres of almost all kinds of grain and vegetables, with very satisfactory results, especially with vines and root crops. Finding that the garden beet did well and seeing the importation of sugar from Germany, I thought this country might be a good country in which to produce beet sugar so I began to experiment on sugar beets. I bought seed from our American seedsmen which proved successful. I seemed to have everything but a sugar beet and for many years we made but little progress as the range stock interest was very much opposed to any farming. However, I continued the experimenting, sent to Washington and in 1892 also got seed from Germany and from these seeds I got good results showing a high percentage of sugar and purity.

From Washington I got all the information I could, some very valuable also got in correspondence with parties in Germany in order to learn the conditions in general such as climate, soil, tonnage percent of sugar purity, cost of labor, etc., and I found that one of the very important things with which we should have to compete was cheap labor. From Washington I received some very valuable literature, among which was a map showing the belt of country supposed to be adapted to the growth of sugar beets.

In 1893 I introduced a bill in the Colroado State Senate for an appropriation of Five Hundred dollars to import beet seed and was turned down hard by the Agricultural and Irrigation committee on the grounds that we could not compete with the cheap labor of the old countries. My contention was, the differences of cost of fertilization, the tonnage percent of sugar and the duty and that our American farmer could grow beets and compete if they, Germany, got their labor for nothing, and the trouble with the committee was, they did not know enough soon enough.

I ordered, on my own account, quite an amount of seed by express from Germany, took this seed to the farmers and asked them to grow it, the next fall I went around collected the beet samples and sent them to Washington and from these, Washington and from these tests made, we were able to convince capital that it was safe to put in a sugar plant but we then found we did not have the people to grow the beets to maintain a plant so we went to work encouraging the growing of small stuff such as melons, cantaloupes, tomatoes, pickles and other small stuff to encourage the settlement of the country.

In 1900 we got a plant put in and it proved to be a success and has been a great boon to this arid country as our land values and homes depend on the supply of water it does not take any more water to grow an acre of beets than it does an acre of other crops, and the returns are fully ten times greater per acre. Our values of real estate are in the amount of water and its prior right of the water

The sugar interest has been a great boon to our country and a great encouragement to the poor or homeless people. It has more than doubled values of real estate, it enables any man to buy a home and pay for it whether he has a dollar or not, just a question of labor. The larger the family, the better. It encourages the enlarging of our canal, the building of reservoirs to store the flood waters as the mean flow of our rivers and streams are many times over appropriated and the sugar industry will justify the use of expensive water for irrigation, and it enables our farmer to produce or earn as much on ten or 15 acres as he could on 160 acres and it does not take any more water to irrigate an acre of beets than it does to produce an acre of any other crop so the service of the water will go ten times as far towards supporting a population.

It has been practically shown that the growing of sugar beets and the manufacture of beet sugar can only be made successful in an arid country. See the progress and development of this state in the first [illegible] years. In 1890 we have one sugar plant, today we have thirteen and two more under construction each with a thousand ton capacity per day. The price per ton to the farmer for beets is five dollars, that means sixty five thousand dollars to the farmer, daily When the factories are running, it means employment for thousands of people at good wages, this also means homes for thousands of people at good wages, this also means homes for thousands of families.

Mr. President, any Legislation that might be had to discourage the sugar industry to bring our labor in competition with cheap labor, we fear would be very detrimental to our farming interest and the development of this country and would discourage enlargement of canals, the building of reservoirs to store floodwater. It would discourage many that have homes and deprive thousands of families of a home who might have one, with the progress of the country as it is today

with the highest regard and well wishes, I remain
yours most respectfully,

G. W. Swink.

SOURCE: Rocky Ford Daily Gazatte, 6-29-62

Aboriginals Date Back 20,000 Years

The first people of Colorado had one thing in common with their 1958 ancestors—the Sandia people roaming nearby plains 20,000 years ago didn't know what Colorado meant. The people of today know its a state, but still few know what the word means.

These Sandia men couldn't say Colorado. They grunted instead. Few Coloradoans know the name of their state means red color.

Archaeologists refer to Colorado inhabitants of 8,000 B.C. as Eden people, those of 1 to 700 A.D. as Basketmakers. These Basketmakers are the earliest people known to have permanently lived on Mesa Verde, the first agriculturists of the Southwest.

Later followed the Pueblo people, who built the cliff dwellings in what is known as Mesa Verde. Archaeologists think these Puebloans were driven out by drought.

CORONADO EXPLORED

Then in 1541, the famed Spanish explorer Coronado is believed to have neared the southeastern corner of present Colorado on his return march to Mexico after a vain hunt for the golden Seven Cities of Cebolla.

The first of the jurisdictions under which the present state came was that of Nueva Espana—or New Spain. This covered a vast portion of North America during the 16th century, including all of present-day Mexico and practically all of the land west of the Mississippi River. It also extended into the unknown and unexplored regions of the Northwest.

In 1543 Louis Moscosco de Alvarado, one of DeSoto's sidekicks, explored deeply into the northern part of New Spain. After many days of marching from Florida, they reported sighting mountain ranges to the westward, supposedly the Rockies. Some early geographical charts represent Moscosco's route as having crossed Southeastern Colorado.

In 1595, Juan de Onate, a prominent Spaniard of that day, reportedly attempted a large trek into the northern country from Mexico. He is thought to have traveled up the Rio Grande River into what now is the San Luis Valley region of Colorado.

Near the end of the 17th Century explorer La Salle appropriated for France all of Colorado east of the Rocky Mountains.

In 1721 Bernard de la Harpe was sent upon an expedition to learn if the Arkansas River would make a satisfactory route for trade with New Mexico. His mission met with defeat.

Colorado was switched from government to government for more than 300 years. La Salle took possession of everything from the Alleghanies to the Rockies in 1682. Then in 1762 France ceded to Great Britain all of Louisiana, then including Colorado, lying east of the Mississippi River except New Orleans. During the next year this was ratified by the Treaty of Paris, at which time it was announced that by a previous secret agreement, the whole country west to the Rocky Mountains was ceded to Spain. Thus Colorado again was under Spanish rule, and continued so until the beginning of the 19th Century when the United States acquired the tract.

SOURCE: Rocky Ford Daily Gazette, 6-29-62

First Japanese Came to This Area in Early 1900's

By FRANCES MONKMAN

It was not until the early 900's that Japanese people began to settle in the Rocky Ford community. The first Japanese settlers were all men and included Sam Nishimura, Otomatsu Nakayama, Sadakichi Harada, Yonekichi Masuda, Hatsuzo Furishiro, Titsuzo Uyemura, Keitaro Mameda, Kunikichi Suto, Kichimatsu Taguchi and Jiroku Yunoki all of whom came here between 1900 and 1907 either directly from Japan or after brief stops in western states.

The men all did farm labor, and, after they were here for a few years, they began to go back to Japan for wives or to send for wives by the picture bride procedure. It wasn't until 1914 and after that many Japanese women lived here.

Probably the first Japanese woman to live in Rocky Ford was Mrs. Nishimura, who came here to be married in 1906. Sam Nishimura was the first Japanese businessman in Rocky Ford. Soon after their marriage they started a restaurant and pool hall in the corner room of the present Hested store building.

K. Taguchi was, also, an early day businessman here. He combined farming with operation of a grocery store specializing in Japanese food. His daughter, Mrs. Haruye Saiki, operates the store today. She remembers hearing her father tell of bicycling to Pueblo and Ordway to transact business.

It wasn't long until the farm laborers had started farms of their own. Though Colorado has never had a law forbidding land ownership to Oriental aliens, as some states did, the majority of Japanese rented their farms. Today, however, more and more Japanese own the land they farm.

After the children of the first settlers began to attend public schools and to learn the English language, their parents established a summer school in order to teach the children to read, write and speak Japanese. The first school was started in 1927 or 1928 and was held in an abandoned school house on Highway 71, north of town. Mrs. Inamoto, a local woman, was the first teacher.

In 1932, a second Japanese summer school was started in the Walter Richard's onion house at Hawley. The Buddhist group maintained the original school, and the Christian group started the new school.

The schools were taught by teachers from Denver and

were held each summer until just prior to World War II.

Sixty Japanese boys from Arkansas Valley were in military service during the war and the Korean conflict. One was killed, and two were badly wounded.

After the war there was no longer any stress on perpetuating the Japanese language. Children today know only English. Their grandparents know only enough English to transact the minimum amount of business. So, as is usually the case between first generation immigrants and their descendants, there is little communication between grandparents and grandchildren.

The pioneer Japanese brot their Buddhist religion with them. Services were held in homes and in the Japanese school house. At present, a Buddhist priest holds services once a month in a building owned by the Japanese in Swink.

From 1924 to 1932, Miss Clara Crosno (now Mrs. Joe Ahlstrom of Cheyenne, Wyo.) was the first Christian worker among Japanese of the valley. Then a Methodist minister held meetings once a month in the valley until the evacuation of Japanese from the West Coast during World War II. During the evacuation, the Colorado Missionary Society and the United Christian Missionary Society placed a full time worker in the valley, again.

Rev. Eizo Sakamoto arrived in March, 1945, to take charge of the project, and he is still heading Christian work among Japanese in the area. Purpose of the project is to integrate Japanese-Americans into the Caucasian churches instead of organizing a segregated church. Today, several Japanese have become active members of the various Rocky Ford churches.

On special days, such as Easter, Mothers Day, Thanksgiving and Christmas, special services for Japanese are conducted by Rev. Sakamoto at First Christian Church. Separate meetings for Japanese are also held at the Sakamoto home and at the church on certain designated Sunday afternoons.

In 1952, the federal government passed a law which permitted alien Japanese to become United States citizens. It was a greatly liberalized law which gave district courts authority to grant citizenship to eligible aliens even though they were unable to read or write English.

Rev. Sakamoto and Mrs. K. Suto were the first persons to become citizens under this law in Rocky Ford. Rev. Sakamoto then conducted citizenship classes in Rocky Ford and Granada which enabled 90 Japanese to become citizens. Today, there is no alien Japanese in Arkansas Valley.

It is to Rev. Sakamoto and the data he has assembled that we are indebted for many historical facts contained in this resume.

In line with granting of citizenship, the Japanese American Citizens League was organized here in 1950. Purpose of J.A.C.L. is to inform as to legislation affecting minority groups, and to give Japanese Americans a medium through which their opinions may be heard. It, also, seeks to promote good will and understanding between Japanese and the community.

The difference in religions does not keep Japanese people from enjoying an occasional get - together as an ethnic group.

About 10 years ago, Homemakers Holiday Club, composed of Japanese women, began sponsoring an annual party for all Japanese people in the valley. Held in honor of Japanese pioneers, it is the only function which brings the Issei, or first generation Japanese, and Nisei, or American born Japanese, together in such numbers. The party offers opportunity for perpetuating Japanese songs and dances. Adults and children work on costumes and numbers for the program well in advance of the day.

S. Harada and his family have perpetuated the Japanese custom of celebrating New Year's Day. Held annually since 1915, the celebration is attended throughout the day by large numbers of Japanese and some Caucasians.

Ten years ago 450 Japanese lived in Arkansas Valley. During World War II, 600 Japanese settled here when they were evacuated from the West Coast. Most of the Coast people returned to their homes after the war. Within recent years several Japanese families have moved from the Rocky Ford area to New Mexico and California because of financial difficulties in maintaining their farms here.

Today, as in the beginning, Japanese are still largely engaged in farming here, though there are Japanese clerks in stores, a pool hall owned by a Japanese, a beauty parlor run by a Japanese man and wife and a Japanese dentist.

SOURCE: Rocky Ford Daily Gazette, 6-29-62

SPANISH-SPEAKING PEOPLE HAVE BEEN A PART OF ROCKY FORD

SINCE ITS VERY BEGINNING

Spanish speaking people were in this area probably as soon as other early settlers. According to the late Lewis Swink, "Mexican Jesus Creo" and his wife and his brother-in-law lived in two dugouts along the river bank at the old town of Rocky Ford when the settlement bordered the river.

In the early 1900's, after the town had been moved to its present location, a few Spanish people were employed as farm laborers, sheep herders, and sheep shearers.

As near as we have been able to determine, five of the earliest settlers were Anastacio Garcia, Joe Gonzales, Joe Padilla, John Chavez and Jacobo Duran. In contrast to the great influx of Spanish people who came a few years later, these five earliest settlers were from New Mexico or Trinidad.

Jacobo Duran attended Star Valley School from 1900 to 1906; and he remembers schoolmates with surnames of Laras, Zamoras and Marquez.

Lee Madrid was farm foreman in 1906 for Asa Haines, with whom Duran lived for seven years. John Romero was cowboy for Mr. O'Rourke in Bent's Canyon. Roy De Ross, who married Duran's cousin, Elizabeth Duran of Manzanola, was on a farm east of Star Valley School.

However, it was the coming of the American Beet Sugar factory to Rocky Ford that gave impetus to large numbers of Spanish-speaking people to settle here.

A.B.S. began operation in 1900. The company housed field laborers from New Mexico and Mexico in tents. Frank Moreno was labor boss of the tent camp at Fayette. It was a strictly seasonal program. Since the tents were too cold to live in during the winter, the men left the area after beet work was finished.

About 1910, adobe camps were built by A.B.S. Single men were brought in from Mexico to do beet field labor on seasonal basis. Now and again, some of the Mexicans remained here illegally.

At times, immigration officials tried valiantly to find the "wet backs" and send them back to Mexico. Even today some of the older folk are reluctant to talk with strangers, so long did they live in fear of deportation.

Robert Beach of Las Animas, Zack Hernandez, Sr., of Lamar, Sam Lopez and Ben Lucero of Rocky Ford were recruiter agents for the factory in the early days.

Because the adobe camps could be lived in year around, gradually migrant laborers began to remain here, and the camps began to be made up of family groups rather than just single men.

During the winter months, A.B.S. company guaranteed accounts of the beet laborers with grocers. However, this system got out-of-hand, and for two years the company had a commissary in one of the factory store rooms.

Finally, in 1925, Horace Knapp, factory manager, got in touch with Frank Gandara, general labor supervisor, and furnished him capital to start a store for beet laborers at Alta Vista camp (now the site for the new high school under construction.)

Assignments on wages were required to pay for food bought during the winter. Before long Gandara was able to operate the store independently. He lived at the camp from 1922 to 1959, when it was torn down. At that time he moved to town and still operates a grocery store here.

Dan Jaramillo succeeded Frank Gandara as general labor supervisor for A.B.S. Mrs. Jaramillo remembers when there were 150 rooms at Alta Vista camp. She names Raymond Sigala, Ruben Magdaleno and Mrs. Cornelia Ramos as being other oldtimers here.

By the time Knapp became manager, farmers had begun large scale growing of onions and tomatoes. Spanish people once employed exclusively by the sugar factory (now with the name changed to American Crystal Sugar company) now spent 70 per cent of their time in crops other than sugar beets.

Knapp encouraged farmers to build labor houses on their land, and the factory loaned money to several farmers to construct good houses for their Spanish laborers.

At present, Knapp is on the appraisal committee of Rocky Ford Federal Savings and Loan association, and so has had the opportunity to inspect homes owned by children of parents who used to live in labor camps. He states that he has the highest regard for people who have raised their standard of living so much in one generation.

There has been a marked increase in the number of years of schooling for Spanish children during those years, too.

Mike Hernandez, who graduated from Rocky Ford High School in 1933, was the first person of Spanish descent to graduate from high school here. Whereas it once was unusual for Spanish children to finish elementary school, more and more of them are now completing high school and are going on to college. Phil Roybal worked his way thru Colorado School of Mines and was graduated this spring.

Supt. of Schools John Watson gives as a rough estimate that 35 to 40 percent of the children in R2 schools are of Spanish descent.

As more Spanish people became better educated there was an over-all growth in civic awareness. Ratio of adults attaining citizenship increased.

Today, Rocky Ford has a G.I. Forum and Community Service Organization and its auxiliary which seek to improve the status of Spanish people.

The G.I. Forum keeps the Spanish people informed as to national, state, and local legislation and issues which affect them as a minority group.

C.S.O. and auxiliary work for community betterment and are making a place for themselves as a service clubs. At the last general election, the C.S.O. did an outstanding job in seeing that all eligible Spanish-American citizens were registered and then made great effort to get them to the polls.

Great majority of Spanish folk belong to St. Peter's Catholic Church. Records of baptisms and marriages prior to 1910 are kept at St. Patrick's Church in La Junta.

According to records at St. Peter's Church, Filberto Maranjo, son of Mr. and Mrs. Manuel Maranjo, and Elvi Leon, son of Mr. and Mrs. Eauses Leon, were baptized in 1910. Six of the first 25 baptisms at the church had Spanish surnames.

In 1911 church records show two marriages: David Lopez to Myrtle Denny and Frederick Pacheco to Clarendia Maranjo. Six of the first 25 marriages performed at the church involved persons having Spanish surnames, records reveal.

Rev. Edward Pettit, priest at the church, further checked that in 1912, 12 out of 12 marriages were Spanish and in 1913, 37 out of 43 marriages were Spanish.

Several Protestant churches have Spanish members, and there is one church, Assembly of God -- Spanish branch, which is composed entirely of Spanish folk.

Where once the Spanish people were limited almost entirely to farm work, today they are employed in many different fields. Many are employed at the Pueblo Ordnance Depot and several Rocky Ford men and women have responsible jobs there.

Secretarial, clerking and nursing positions are held by Spanish persons. Many women are employed as domestic help in homes and men are employed in construction work. A cleaning establishment, dance hall, two night clubs, cafe, tavern, service station, liquor store, pool hall, grocery store, and barber shop are owned by Spanish.

As more and more Spanish-Americans prove themselves to be responsible members of the community, so, the community is finding itself enriched by their contributions.

SOURCE: Rocky Ford Daily Gazette, 6-29-62

Glen Call Has Liked Rocky Ford 78 Years

BY LEONE ANDREWS

"I've spent my entire life right here in the Rocky Ford community, and don't regret it a bit," says 78 year old Glen Call who was born on a homestead in Patterson Valley (known as Patterson Hollow at that time). Of course Glen and his wife, Gertrude, did spend one year in California, but they soon returned to their home town. Gertrude was only three years old when she came to Rocky Ford with her parents.

Call has seen the town grow from a bustling pioneer town with dirt streets, boardwalks, and irrigation ditches running thru it, to a modern community with fine schools, hospital, industrial plants, up-to-date business places, and many new homes.

While most of his years have been spent in farming (65, to be exact), Call has been interested in development of various phases of his home community. He recalls with great enthusiasm his school days at Patterson Valley where his first teacher was the late Mrs. Elder (who lived to be over 100 years old). "How any teacher could stand up under the strain of teaching all eight grades, with some of her 30 or more students bigger than she, and up to 18 years old, is more than I can understand," Call remarked. "In fact, one year we had 13 different teachers including several men," he recalled.

Not only did people farm in Patterson Valley area, but they also had herds of cattle running loose and grazing along roadways, etc. This could get pretty scary for small boys walking to school, since occasionally a bull was known to gore a horse being ridden by cowboys. In fact, Glen and another boy "laid low" in a hay field one whole day rather than risk walking past or thru a herd of cattle on their way to school! After he finished eighth grade at Patterson Valley, he rode a horse to high school in Rocky Ford for two years.

He recalls sitting high up in the old wooden grandstand as a small boy, watching wild cow, wild mule, and chariot races, wagon races using four horses to each wagon, as well as horse races, during Arkansas Valley Fair. And of course he fondly recalls the daring feats of Leonard Stroud, Rocky Ford's own great rodeo performer, and his wife, Mamie, who thrilled Fair audiences every year. He treasures a picture of first watermelon pile which was held south of grandstand in a clump of trees.

Call just had to reminisce a bit also about his father, Dave Call, who came to Colorado from Missouri on a freight train, herded sheep near Loveland for several years before coming to the Arkansas Valley to homestead. He was one of first farmers to sign up for 10 acres of sugar beets for at least 10 years with American Beet Sugar Co., raising beets for local factory the first year it operated.

Glen remembers when his father bought his first Model T Ford. "He had a hard time remembering he wasn't driving horses," he chuckled. He also told about a farmer who parked his car with the top down in front of a store on Main Street. Quite a commotion was raised when all of a sudden two squawking old hens flew out onto the street from folds of the car top! Some unfamiliar noise had roused them from nests they had made!

For Mrs. Call, the former Gertrude Voegtle, farming was a new adventure. She attended Rocky Ford schools, then worked for awhile in telephone office and also for Cline Millinery Store (Hats were an important part of women's apparel in those days). Her father, Robert Voegtle owned a harness and shoe repair shop, and the family owned house on South Main which is now property of Fred Piatt.

She and Glen were married in 1919, and she soon learned to help in farm work right along with hired hands. "I ca remember helping to spread grasshopper poison day after day when they were so terrible in 1921," she noted. The Calls remember cutting beans with irrigation shovels, then thrashing them by hand, before they were able to afford machinery.

The Calls are parents of four children including Mrs. Lucille Phillips of Casper, Wyo.; Mrs Kathleen Garton of Oak Harbor, Wash.; Robert Call of Lumberton, N. J., and Mrs. Violet Edgar of Anderson, Mo. There are also 11 grandchildren and 15 great-grandchildren.

Retiring in 1959, after Call had suffered several heart attacks, the couple moved to town and have recently remodelled a home at 303 S. 6th There, they enjoy various hobbies including a housefu of plants, yard work, and o course watching TV. One o the things that stands out i Mrs. Call's mind are t Chautauquas which were h periodically in communit with various local people performing. "Once I rode a whit horse in a Chautauqu parade," she recalled. Company sponsoring these event provided a huge tent, usuall located on Main Street. "Las one was on South Main wher Mrs Fair's house is now located," she noted.

SOURCE: Rocky Ford Daily Gazette, 2-10-75

ke Kouns Recalls Amusing Early Rocky Ford

BY LEONE ANDREWS

"My dad and uncles shipped ome of the first cantaloupes ut of Rocky Ford in baskets,, arrels, or whatever they ould find, way back in early 900's," says I. H. Kouns Ike), well-known Rocky Ford nan who was born in Rocky ord but moved to Fowler ith his parents as an infant in 902. Ike's dad was Ben Kouns vho brought his wife to Rocky ord in 1889 from south-astern Kansas, and bought a lace on West Swink Ave. He nd his brothers, Ed and Bud narketed their melons under he brand "Kouns Party Asociation".

His father farmed the ground n which the sugar factory vas built in 1900, and Ike emembers his father telling f the time when factory eservoir was first built, and vater seeped into his field of eets which were just ready or topping! Of course the ugar company made retribuion for loss and extra work inolved.

When the Kouns family noved to Fowler, Ike's father continued to raise melons, but lso raised lots of hogs and cattle. His pride and joy were he large Belgian horses vhich he raised for sale too. ke remembers the elder Mr. Stauffer, (O. B.) who used to drive a horse and buggy round the country, buying up nogs and cattle for his butcher shop. "My father would bring out a rocking chair and set it beside the pens, and Mr. Stauffer would sit there and discuss the animals, then buy them by guess (never by weight)!" he recalls.

He remembers his Uncle Bud Kouns telling how he drove his team of mules and wagon into Rocky Ford from Kansas, and stopped to water them at a trough on Main Street. While he was waiting, the town marshall approached him and asked where he was bound for. Kouns told him, for the San Luis Valley, and the marshall instructed him to "get right on out of town" as soon as he could! Bud Kouns drove out west of town and spent the night in a grove of cottonwoods, then decided this was the place for him. He stayed, purchased some of the land in that location, and lived there until his death, Ike recalls. Another uncle, Ed Kouns, was an undertaker in Rocky Ford in early years, until about 1919.

As Ike was growing up his father "got us to work in the fields by promising us we could go to the fair", he remembers. "This was highlight of the year for us. We'd drive into Rocky Ford in a two seated surrey (with the fringe on top), and spend a whole week at the fair," he noted. Of course at that time we could ride the merry-go-round for a nickel, and also could buy a hamburger for a nickel or dime, he explained. He also remembers how a large bunch of farmers used to get together and drive to the Cedars after most of the harvest work was done. They would spend several days cutting cedar wood to bring back for the winter, and haul it back by horse and wagon.

Ike spent two years as a "fruit tramp" in California after finishing high school, but returned to Fowler where he worked in a garage for three years. He started as commission agent with Standard Oil Co. in 1930, then transferred to Rocky Ford in 1932. In the meantime he was married to a school teacher from Akron, Effie Shedd, who taught school in Fowler, Manzanola, Newdale, and Rocky Ford schools. In 1957, the two became interested in raising Shetland ponies for sale, but discontinued this about seven years ago. They purchased the property on corner of So. 2nd Street where Patterson Valley Road begins, in 1934, and have remodelled the home, built corrals, etc. Property originally belonged to Jim Baker.

Ike retired as Standard Oil agent in 1961, and since that time has had distributorship for Quaker State products. Most people in the community know him for his dedicated work with 4-H program for past 20 years. He serves as chairman of Otero County 4-H Foundation, and is one of 15 members of Colorado State 4-H Foundation. Ike explains there are over 500 4-H'ers in Otero County and over 30,000 in Colorado. He plans to "stay with this kind of work as long as he can". He has served as chairman of Otero County Democratic Party since 1965 also, and is well-known in political circles. He is long time member of Masonic Lodge, Scottish Rite, and Shrine organizations. His brother, Charlie Kouns, is a resident of Fowler, and serves as Otero County commissioner.

SOURCE: Rocky Ford Daily Gazette, 2-10-75

Mrs.Jessie Wine Recalls 72 Years in Rocky Ford

BY LEONE ANDREWS

"We never did have electricity in our farm home, but I remember when we got our first telephone, (a party line "crank" type), and first thing you know, everybody knew everyone else's business," recalls Mrs. Jessie Wine, pioneer resident of Rocky Ford. Mrs. Wine moved to Rocky Ford with her parents, Rev. and Mrs. Granville Nevinger, in spring of 1902.

Originally from Illinois, the family had moved to Colorado, first living in Vineland area, later at La Junta, then farming in Holbrook area before settling on a farm three miles west and south of Rocky Ford.

Mrs. Wine's father was one of six local preachers in Church of the Brethren. At that time, there was no paid minister, and the six "took turns" in the pulpit, while supporting their families by farming, doing carpenter, work, etc. She recalls how he raised sugar beets for the newly constructed sugar factory in Rocky Ford. She also recalls attending school at the old Liberty school building which was torn down several years ago. New Otero County Extension office was later constructed in block where school was located.

"We nearly always managed to get to church twice on Sundays, but sometimes we just couldn't make it when snow was real deep," she recalled. The family had a two seated carriage, but sometimes came to town in the one-horse wagon. We used kerosene lights and cooked on a wood-coal stove, she noted. Then, too, most all women made their own clothes, and those of their children, and if you were a good seamstres, you looked nice. If not — well, you just looked sloppy," she said.

There was no hospital in Rocky Ford or La Junta for several years, and Dr. Wolfe and Dr. Lawson were two of the early doctors who walked to and from patients' homes for several years, then drove horse and buggy later. Many times, patients had to be brought in from their farms by buggy or wagon for medical attention, she noted.

In the summer of 1907, Jessie Nevinger was married to Henry Wine, a young man who had come to Rocky Ford from Kansas after hearing about new sugar factory here. He worked during summer months for Jessie's father, and at sugar factory during campaign. The couple spent their entire married life in Rocky Ford, and celebrated their 64th wedding anniversary the summer before he passed away in 1972.

Mrs. Wine recalled how her husband worked as a butcher for O. B. Stauffer, father of B. F. Stauffer. "There was no such thing as 40 hour weeks in those days," she pointed out, adding that Henry and B. F. often stayed open until 11 p.m. Saturday night, closing just in time to get into the barber shop before closing time!"

"Things weren't easy in those days, but we got along. We were lucky to live in an apartment with a "Grandpa Reynolds" (no relation), who owned a handmade washing machine. It was better than using the washboard," she remarked.

Some of her happiest times were when she sang with a mixed quartet at her church. "Oh, we didn't have a piano (there were no instruments in the Brethren Church for many years), but we got our pitch from a tuning fork, (and I still have mine)," she pointed out. Church services were held in a tent for awhile, and even union revival meetings were sometimes held in large tents. Kerosene lamps were used for lights, and you might imagine we had a lot of fires, but we didn't, Mrs. Wine recalled. "We were just very careful," she explained. Of course, fire wagons were drawn by horses in those days, a far cry from our shiny big red trucks with the fabulous equipment of today.

Mrs. Wine is one of those fortunate persons who was never ill. Her four children were born at home, and she had never been hospitalized for any treatment until having cataract surgery in October, 1971. After Mr. Wine retired from Stauffer Food Co., the couple served as church custodians for several years, with Mrs. Wine doing major part of inside work, and her husband, the yard. She was near age of 80 when they retired from this work. She had worked at canning factory in Rocky Ford for several years during the late 1920's, helping to provide necessities for their family. She recalls driving their first car, a secondhand Model T Ford. "Some women were afraid to drive, but I enjoyed it, and always drove any car we ever owned," she pointed out.

Mrs. Wine has been active in just about every department of church work during her lifetime, and altho she doesn't teach any more, do quilting or other such work, she attends most services and can usually be seen at special happenings such as church dinners, evening fellowship gatherings, and such. She likes to walk to town occasionally from her home on 406 Veatch Ave., but is quite relieved when a friend comes along to offer her a ride!

"You know, I remember when a good many of these Heritage Trail homes were built in Rocky Ford," she remarked, commenting on current Bicentennial projects.

Mrs. Wine's children are Mrs. Fred (Velma) Andrews who just recently moved from Yakima, Wash., nearer to Seattle; Mrs. Don (Aileen) Barngrover, a school teacher in Yakima; Mildred, (Mrs. Glenn Mishler) of Pensacola, Fla.; and son, Leland, of Colorado Springs. She looks forward to visits with her children, seven grandchildren, and several great-grandchildren, altho she is becoming a bit hesitant to travel alone. In summer of 1973 she accompanied her daughter, Aileen to Hawaii!

"The town has grown and changed, but it's still home to me," she pointed out.

SOURCE: Rocky Ford
Daily Gazette,
2-10-75

SOURCE: Rocky Ford Daily Gazette, 6-29-62

Charlie Robins Nostalgia Includes Some Cowboy Funning in Early Rocky Ford

(EDITOR'S NOTE: When Charlie Robins heard that Rocky Ford is celebrating its 75th anniversary, he took pen in hand and jotted down some of his memories of early days here. Robins lived in Rocky Ford from 1889 to 1897, taught school here in 1908-09, interrupted his medical practice to serve as governor of Idaho four years and now resides at 1009 Burrell, Lewiston, Idaho.)

By CHARLIE ROBINS

I think it would be, perhaps, an exaggeration for me to recall the entrance of the Elser and Robins families into Rocky Ford, but I've long been reliably informed that it was about Feb. 1, 1889, and as I recall I was the only small one in our family.

My sister Anna was 16 or 17, my brother Harry 14 or 15 and I was just past four. There being no house for us, we finally located in rooms over George Hammond's grocery store on South Main. I believe that the folks finally got George's agreement on condition that he could take his meals with us.

How long we remained there I do not know, but even the eyes of a small boy got some last impressions. Of course, a grocery store was a tempting wonderland to me and I probably made a pest of myself.

Thru George I made a near contact with Santa Claus at Christmas, 1889. Mr. Hammond whom I remember clearly, because of his full beard, brought me some things which he said he took away from Santa Claus, whom he had cornered in Charley Recker's barn. (Old timers will recall that at one time Charley was the town's only baker.)

Santa was reported by George to be feeding his reindeer at the Recker barn, but I couldn't go to see him, because he had left!

There were still in operation at that time some of the large cattle spreads, such as the JJ ranch, located south in the cedars. This outfit was owned, I believe, by a Scotch syndicate. The punchers came to town regularly on Saturday afternoon and left some time before Monday. They often practiced their marksmanship, but not to the injury of anyone, so far as I ever heard. It was noisy!

I can recall the excitement when some U.S. marshals and a posse cornered some cattle rustlers on North Main Street and shot it out with them. Father was then a justice of peace, and much to the concern of some others stood in front of the Maxwell store on the west side of Main viewing it all. As a veteran of four years in the Union army (1861-65), he seemed to think this a very minor fracas.

Among my earliest teachers I recall Mrs. Taylor, Mrs. G. M. Hall, Mrs. P. K. Blinn, before she was married. I believe F. B. Bolles was superintendent, and the only school was the old one on the south side.

In December, 1897 we moved to La Junta, father being deputy county clerk and clerk of the court. I was graduated from high school there in 1903, and then went to William Jewell College, Liberty, Mo., and received my A.B. degree in 1907. I taught in Springfield, Mo., high school in 1907-08 and then returned to Rocky Ford to teach in the high school in 1908-09.

My father and mother were charter members of the Baptist Church in Rocky Ford. It seems to me that I recall a small church, across the ditch, where the Presbyterian Church now stands. This venture, I thought, was started by the Presbyterian Home Mission Board. At any rate it was the only house of worship at that time, and all denominations participated in its activities. Father was superintendent of the Sunday school.

My parents returned to Rocky Ford in 1907. Father died in 1918, while I was in the army. Mother followed in 1932. They were both buried in the Rocky Ford cemetery.

My medical career included a brief period in the army medical corps, a few months in an internist's office in Chicago, and 28 years at St. Marie Idaho, then four years as governor of Idaho, followed by eight years as medical director of the North Idaho Medical Service Bureau (Blue Shield), then a coronary attack, which took me off the active list.

Restaurant operators in early Rocky Ford history included Charles Cartwright, Carl Klutchbaugh, W. T. Smith, Bud Reeves, Henry Sherman and K. Weid.

Among pioneer Rocky Ford barbers, as recalled by O. B. Stauffer, were B. F. Knause and George Gross.

C. O. Clark operated an early day Rocky Ford music store.

WE REMEMBER ROCKY FORD

For sixty one years we have lived in this valley,
We came here in April, in nineteen o one.
The most of our life span we've spent in this county.
But now we are sure that we soon will be gone.

We came on the railroad, the fast way to travel,
We landed here safely and rented a place.
A house on south sixth street was first our small dwelling,
We're living right now just eight blocks from that base.

We stepped from the train near our present fine depot,
No automobiles then were in sight in this town,
No trucks and no tractors; but horses and buggys
Were all we could see as we looked up and down.

We worked and we farmed, we raised beets and some melons
Contended with weeds and with bugs and some hail.
But through it we managed to live and be happy,
And so far we've managed to keep out of jail.

We often recall the good names of old timers,
The Harsins, the Covers, the Kouns are a few,
Van Buskirk, the banker and Green, who sold lumber,
And Stauffer's meat shop on Walnut avenue.

In those days we raised neither corn or potatoes,
But beets and some melons and alfalfa hay,
We had neither tractors nor cars to bankrupt us,
But we got along like most folks do today.

My life has been busy, yes, busy but happy,
With wife and ten children to clothe and to feed,
But now they're all gone, and at times I get lonesome,
But I'm not complaining, I've all that I need.

This Rocky Ford city is good, there's no better,
For living these years here, I never do kick,
It's healthy, I know, for I tried it and truly
These sixty one years, I have never been sick.

So why should we worry and fret and be jittery?
We know that our God is still on his great throne,
And when this age ends, then Christ Jesus is coming,
He's coming, yes coming down here for his own.

And if I am here, when at Jesus returning
He calls his own children to go with him then,
I hope to be ready, and working and watching
And filling my place right up to the end.

When to this good city we first made our entry
A bank was then here where another now stands,
We had a small balance, and guarded it closely,
And checked on it only to meet needs demands.

I married on Christmas, in nineteen O seven,
I very distinctly remember the date,
For starting my home, I checked out every dollar,
That bank never opened in nineteen O eight.

The sugar plant started the making of sugar,
The year nineteen hundred, I think was the date,
And every year since then, they've made lots of sugar
And shipped to most every town in the state.

The manager's name, I remember was Weitzer,
The farmers adviser was friend, D.L. Joeluck,
Another official was named Winterhalter,
The most common name here was Senator Swink.

Then Pollock the farmer and Pollock the dentist,
And Pollock the doctor, was mayor awhile,
He had the first hospital, it was a good one,
Though small, it was then in quite very good style.

The roads then were not like they are here at present,
For mud holes were common on most every road,
First autos had hardships on early short journeys
That we never have near our present abode.

But space don't allow us to name many others,
But one, his name Cartwright, he owned one first car,
At midnight, he brought our good doctor to Newdale,
Got stuck in a mud hole in going that far.

T. A. [illegible]

SOURCE: Rocky Ford Daily Gazette, 6-29-62

Leroy Elser Writes Interesting Account Of 73 Years of Rocky Ford Happenings

(EDITOR'S NOTE: These recollections of early day Rocky Ford were originally written and published in 1955 and are reprinted here because of the interesting and informative details of early Rocky Ford, which they provide.)

By LEROY B. ELSER

My family and that of my uncle, Charles M. Robins, arrived in Rocky Ford on March 2, 1889, my father having come to Colorado the previous year for his health, and after considering both Canon City and Las Animas, decided upon Rocky Ford as our home.

Mr. Robins, who had also looked over the site, accompanied the household goods of both families by freight from our former homes in Defiance Iowa.

The trip from Omaha by Union Pacific day coach was long and tiresome taking at least two days and a night.

The first night in Rocky Ford was spent in rooms above the millinery store of Mrs. J. S. Manning (the Manning block still stands on South Main street facing East between Walnut and Maple), and the first meal eaten in the small adjoining home of Mrs. Freeman Smith, a widow. Both families were soon located in improvised and temporary living quarters above the E. H. Capron grocery, a two story double frame building on the N. E. corner of Main and Walnut.

At this period Rocky Ford was a small, growing community of about 400 persons in Bent county with Las Animas as the county seat.

The Enterprise of Feb. 8, 1888 gives the information that the county was 111 miles long and 87 miles wide, and that the original Rocky Ford School district was 38 miles from east to west and 91 miles from north to south. A Mr. Murphy was listed as county superintendent of schools.

Towns to the west were Catlin (Manzanola) and Oxford (Fowler) with La Junta, a junction and division point of the Santa Fe on the east. Bent county was divided in 1890, Otero county formed, the governor appointing J. W. Eastwood as county superintendent and William Matthows as secretary.

As I recall the town in 1889, the business section consisted of two blocks of buildings on both the north and south sides of the tracks, with numbers of vacant lots. Some of the buildings on the north side were the state bank block, J. [illegible] win J. Smith, cashier; the Hendricks general store and a brick building housing the post office and A. L. Kellogg's Jewelry store, the offices of G. M. Hall and of W. N. Randall, at that time both bachelors; a double store building in one room of which H. E. Ellingwood had a hardware and implement store, the other vacant except for use as a Sunday school room and for church services some months later.

Across the street was a drug store owned by Dr. E. W. Kearby, a two story frame building in which Col. W. D. Robb had a saloon, and in the block north of that the hardware and furniture store of W. B. Gobin and a two story stuccoed adobe building owned by James K. Dye, who also operated a saloon.

Across the street north of the Dye building there was a two story frame owned by Mrs. H. A. Bristol, some vacant lots and then a small frame dwelling built flush with the street. In the next block north a small house nestled in a grove of trees, which I believe to have been on a tree claim of George W. Swink, in which grove we experienced our first Watermelon Day in the fall of 1889. Also on the north side facing west was a feed, grain and implement store of B. U. Dye and Son.

The railway station was a small, red, sand-painted building, and extending south on both sides of the right of way there were wide walks made of cinders, either given by or obtained from the Santa Fe, which were held in place by huge timbers along the sides.

South of the right of way, facing east was a two story frame owned by Charles Recker who operated a bakery and next to it another in which was the Sam Dunsmore meat market. Across the street was the Capron grocery and behind it a small frame in which Gee Ging had a Chinese laundry.

On the Southeastern corner of Main and Walnut there was a two story double brick, later known as the St. James hotel the upper floor of which was occupied by the William C. Browning family. Mr. Browning died of tuberculosis soon after our arrival.

An interesting feature of this building was the double-decker outhouse, access to which from the upper floor was over an elevated walkway.

Two rooms on the lower floor were utilized as school rooms during the week and day school and an occasional church service on Sundays.

The teachers employed there were Miss Hattie Haviland and Miss Mary Kilgore, while Miss Jennie Burnett taught lower grades in the little white school house located where the Liberty building stands, and J. W. Sloss taught higher grades in still another building on the south side which I am unable to identify.

Across the street from the St. James were the offices of Godding and Steele, real estate of the Rocky Ford Enterprise, founded and published by H. V. Alexander, the Manning block.

On the northeast corner of Railroad avenue and 10th street there was a large two story adobe building, the Hotel DeSeeley which was operated by Mr. and Mrs. J. S. Seeley. East of it was a livery stable, also a blacksmith shop owned by Frank Y. Hauck, who later became a partner of H. E. Ellingwood under the firm name of Ellingwood and Hauck.

Early homes on Swink avenue were those of George W. Swink, E. C. Gobin, C. C. Washburn, Captain Rohan, Chas. Daring, Sr., a small house which I believe belonged to a Mr. Bechtol, a brother of Mrs. Geo. W. Swink. On the lot where the Elks club stands there was a four room frame house soon to be occupied by E. J. Smith and his bride, Mame Gerst.

The James K. Dye family lived over the saloon, Mrs. Bristol and her daughter, an artist, in her building, J. W. Barker, the section foreman, in a two story frame on railroad property west of the station. East of North Main were the homes of the Potter family and of Mrs. Gerst, and east of South Main those of Isaaiah Dennis and W. E. Anderson. West of South Main were the homes of W. J. Irvine, a painter, and W. N. Clark.

By the spring of 1889 the Garden Place addition had been platted and my father bought one of the first two and a half acres plots on Pine avenue, which he erected a small three room house, having at first a dirt roof, not uncommon in those days, later adding a shingle roof and two additional rooms. There was also a barn, chicken house, a cave and a cistern. All homes were provided with cisterns which were filled from the irrigation canals, the water being filtered in a primitive manner.

Between our home and Washington avenue there was a small triangular plot owned by B. U. Dye, who had recently completed a fine two story brick home on the avenue.

LeRoy B. Elser, brothe
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the Russell Ranch, the Pot
Ranch, Mrs. Sarah Cave, W
liam Matthews, the Guth
farm, the [illegible]

the Holly Ranch, J. H. Lowe, J. E. Gauger, J. W. Eastwood, John H. Crowley, Mrs. H. A. Tewes, W. F. Green, Harvey Comer, J. A. Coughorn, Fred D. Haines, Lewis Swink and James A. Lockhart.

Prominent among cowboys of the day were Robert Gillespie, Jack Bowman and Charlie Reynolds. Soon to arrive were such leading citizens as Phillip J. Reifel, Harry and George Maxwell, Henry F. Hagen, George and Bessie N. Taylor, Morris L. Meyer, Dr. A. D. Marks, Robert M. and Samuel H. Pollock, Mrs. Eliza Horn back and her daughters, Ollie (Mrs. Russell) and Katie (Mrs. Ford Steward). I think it likely that Dr. W. E. Fenton, Ford Steward and his brother, Charlie, a town marshal, had located prior to 1889. Rev. Samuel Barber, a Presbyterian, was the first local minister, followed by Rev. Daniel W. Burt, Methodist, shortly thereafter.

At the conclusion of my father's term as postmaster the family moved back to the Garden Place location.

Burt Elser was brought into the world by Dr. Albert D. Marks in August, 1892, at the Swink and North 8th Street home. While a mere infant Burt was stricken with a critical case of bronchial pneumonia, and Dr. Kearby had given up.

In that emergency Mrs. B. U. Dye called upon mother to ask if she would be willing to try a drastic home remedy. In utter despair mother said she would try anything. Mrs. Dye proposed that she have her son, Horace, kill a black cat and apply the inside of the cat directly to the baby's chest. This she followed with a second application. Soon the child breatned comfortably and recovered and lived until April, 1961. When Dr. Kearby learned of the treatment he was much disgusted.

Rocky Ford's First Woman Driver Recalls History of Automobiles

By E. MAUDE BURRELL

In reply to questions about the first automobiles in Rocky Ford, I recall that Charlie Hushaw worked for the electric company. He had sort of a buggy, driven by electricity, and Mrs. Hushaw drove it.

I was the first woman in Rocky Ford to drive a gasoline-propelled car. That was in 1903. It was two seated chain drive Cadillac with coal oil lamps, no top, a small glass windshield and tool chest on one running board. It was almost impossible for a lady in the back seat to keep a hat on.

I think a man by the name of Griswold had the next car after ours. He had a machine repair shop in the middle of the block south of the present Rocky Ford Drug Store. His was what we called a run-about one-seated car.

In those early days it was necessary for the driver to have someone else along to hold the horses when we met them. Sometimes men would use a sack on the horse's head for a blindfold until we drove by. It was my job to drive the car, while Mr. Burrell and the owner of the horses held them.

One time between Rocky Ford and Manzanola an old couple, only recently arrived from Russia, were walking along the road when they looked up and saw our car coming. The man and woman threw their arms around each other, began screaming, made no attempt to get out of the road, but kept going round and round. We had to stop the car and lead them by the car, because they were so panic-stricken.

A few years after we got our car, Dr. Van Buskirk got one.

One Sunday we drove north of Crowley. Quite a large crowd was gathered for a ball game. The crowd saw our car coming. They came running and stopped us. Then they began yelling, "What is that thing?" They looked the car over and asked questions. Evidently they had not even seen a picture of an automobile.

Automobiles were nerve-wrecking in those days. Our car had a chain drive. The pins in the chain would car out or lose out, and one had to crawl under to put in new pins. That was dirty work!

One Sunday we went to our Newdale ranch. The lady asked us to stay for fried chicken dinner. I told her my mother had asked us to eat with her, and I had promised we would.

A couple of miles from the ranch, a pin wore out in the chain. We had pins in the tool chest on the running board, we thought. We searched that box thoroughly, but not a pin could be found! It looked doubtful if we would get anywhere for dinner for some time.

At that time I had very heavy, long hair, and it took large wire hair pins to hold it in place. I pulled one of those pins out of my hair and said to Mr. Burrell, "You have pliers. Maybe you can cut a pin out of this hair pin." He did, and we arrived in time for chicken dinner.

In a few years we often saw men cutting wires off the fences along the roads to fix their cars. In those days most cars were black, but as women began driving more, the colors changed.

I had one Studebaker seven years, and I never put a dent in it. I have never had an accident in the 59 years, where I had to pay out a penny. I have had so many cars, I have lost track of the number and makes.

First fatal auto accident in the Arkansas Valley was near Fort Lyon. Two were killed. The car left the road on a curve and hit a post.

First drunken driving accident was near Swink, where the car missed the bridge and landed upside down in the creek below. In those days those who wanted drinks had to go to Swink, because Rocky Ford was dry. There were several boys in that car, but none was hurt more than a few scratches.

In the early days many dogs were killed. They had no fear of cars and would run and try to bite the wheels or run in front trying to stop the cars.

she brought Linn Amos in. Jim Gallagher mixed the drinks, and I feared Jim might spike them, but he did not."

Mrs. Nation gave Mrs. Burrell two of her "hatchet" pins, which bear the words "Carry a Nation", and Mrs. Burrell still has and prizes them.

Mrs. Burrell is 86. She was the first woman in Rocky Ford to drive a gasoline-propelled auto, and she is still driving today, after 59 years.

Mr. and Mrs. Burrell were parents of one son, Harold, who now lives in Colorado Springs. He managed the business in Rocky Ford for many years before retiring, and her grandsons are now active in it.

The Burrell Seed Store is a family business, and Mrs. Burrell still retains an interest.

SOURCE: Rocky Ford Daily Gazette, 6-29-62

Agricultural Statistics

	Otero County	State
Number of Farms		
1964	647	29,798
1969	578	27,950
Total Acreage In Farms		
1964 (1,000 acres)	785	38,258
1969 (1,000 acres)	534	36,697
Proportion of Total Land Area In Farms		
1964	96.7%	57.5%
1969	66.5%	55.3%
Average Size of Farms		
1964 (acres)	1,213	1,284
1969 (acres)	934	1,313
Market Value of All Agricultural Products Sold		
1964 ($1,000)	$20,055	$ 612,175
1964[1] ($1,000)	23,665	722,366
1969 ($1,000)	41,624	1,100,948
Market Value of Crops Including Nursery Products and Hay		
1964 ($1,000)	$ 5,515	$ 182,317
1964[1] ($1,000)	6,508	215,134
1969 ($1,000)	5,227	217,833
Market Value of Livestock, Poultry and Their Products		
1964 ($1,000)	$14,539	$ 427,983
1964[1] ($1,000)	17,156	505,020
1969 ($1,000)	36,395	882,741

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[1] Adjusted to 1969 dollars utilizing the Consumer Price Index.
Source: U. S. Bureau of the Census.

SOURCE: U.S. Bureae of the Census, Census of Agriculture, 1969

COLORADO

FARM INCOME AND PRICES

1972 - The realized net farm income of Colorado farmers and ranchers in 1972 was $252,500,000. This was $43,800,000 or 21 percent above 1971. Total net income after inventory adjustments was $265,400,000, up 8 percent from 1971. Farm production expenses continued their upward trend with an 18 percent increase from the previous year to a record $1,568,400,000.

Cash income from farm marketings and government payments totaled $1,770,700,000, an 18 percent increase from 1971. Government payments (including $29,896,000 from the wheat program) totaled $70,900,000. Livestock and livestock products made up 82 percent of the total income excluding government payments. Cash receipts from livestock were at a record high of $1,396,479,000, up 21 percent from the previous year. Realized net income per farm in Colorado was $8,559 in 1972, up 23 percent from 1971. The U.S. average in 1972 was $6,856 per farm.

1973 - Preliminary estimates place cash receipts from farm marketings in 1973 at a record high $2,196,847,000, up $497,077,000 from 1972. This resulted primarily from higher prices farmers received for their products. Despite the higher cash receipts, realized net income per farm in Colorado dropped 19 percent to $6,971 per farm based on preliminary data. The cost of production increased sharply, particularly for the livestock industry.

The preliminary estimate of 1973 cash receipts from sales of livestock and livestock products is placed at $1,719,166,000 compared with $1,396,479,000 in 1972. Higher prices in 1973 for all livestock items contributed to the increase in estimated cash receipts.

Preliminary 1973 cash receipts estimates for crops totaled $477,681,000 compared with $303,291,000 in 1972. Farmers received higher prices for most food grains, feed grains, and hays with marketings of these crops above the 1972 levels.

Farm Income: Gross farm income, realized and total net farm income, Colorado, 1968-72

Item	1968	1969	1970	1971	1972
			Million dollars		
Cash receipts from farm marketings	891.1	1014.1	1207.0	1436.6	1699.8
Government payments to farmers	62.9	66.5	68.0	53.2	70.9
Value of products consumed on farms	7.5	8.1	7.6	7.2	8.3
Gross rental value of farm dwellings	33.8	36.2	37.5	39.3	42.0
Nonmoney income	41.3	44.3	45.1	46.5	50.3
Realized gross farm income	995.3	1124.9	1320.2	1536.3	1820.9
Farm production expense	836.1	965.6	1130.1	1327.6	1568.4
Realized net farm income	159.2	159.3	190.2	208.7	252.5
Net change in inventories	17.8	36.8	47.5	36.6	13.0
Total net farm income[1]	177.0	196.1	237.7	245.3	265.4

[1] Individual items may not add to totals because of rounding

Expenses: Farm production expenses, Colorado, 1968-72

Item	1968	1969	1970	1971	1972
			Million dollars		
Current operating expenses					
Feed	134.6	165.6	195.9	262.4	316.7
Livestock	233.9	303.1	404.4	520.8	684.9
Seed	7.8	10.1	10.7	11.8	11.8
Fertilizer and lime	15.9	15.7	18.2	21.5	24.4
Repairs & operation of capital items	84.5	79.7	83.1	86.7	88.9
Miscellaneous	87.1	96.3	109.8	114.2	116.1
Hired labor	78.0	88.2	88.5	79.0	77.8
Total	641.8	758.7	910.6	1,096.3	1,320.7
Depreciation & other consumption of farm capital	101.4	107.4	112.4	120.5	127.8
Taxes on farm property	40.7	42.0	44.8	46.9	49.4
Interest on farm mortgage debt	32.7	35.6	38.5	43.0	48.4
Net rent to non-farm landlords	19.5	21.9	23.9	20.9	22.3
Total farm production expenses[1]	836.1	965.6	1,130.1	1,327.6	1,568.4

[1] Individual items may not add to totals because of rounding

SOURCE: Colorado Agricultural Statistics, 1974

Farm Income: Gross income from farming, Colorado, 1964-72

Year	Cash receipts from farm marketings			Government payments[1]	Cash income	Non-money income[2]	Total gross farm income
	Crops	Livestock and livestock products	Total				
	Thousand dollars						
1964	195,206	456,257	651,463	57,847	709,300	38,200	747,500
1965	180,262	516,110	696,372	61,291	757,700	38,900	796,600
1966	205,043	610,734	815,777	62,470	878,200	40,200	918,400
1967	197,971	673,422	871,393	57,606	929,000	40,800	969,800
1968	218,834	672,285	891,119	62,923	954,000	41,300	995,300
1969	217,214	796,877	1,014,091	66,492	1,080,600	44,400	1,124,900
1970	266,885	940,150	1,207,035	68,035	1,275,000	45,100	1,320,200
1971	280,476	1,155,149	1,435,627	53,160	1,490,000	46,500	1,536,300
1972[3]	303,291	1,396,479	1,699,770	70,906	1,771,000	50,300	1,820,900

[1] Includes rental and benefit, soil conservation, soil bank, agricultural adjustment program, price parity and Sugar Act payments

[2] Value of home consumption plus gross rental value of farm dwellings

[3] Preliminary estimates as of July 1973

Farm Income: Cash receipts from marketings, by commodities, Colorado, 1963-72

Year	Corn grain	All wheat	Sorghum grain	Oats	Barley	Hay	Potatoes	Dry beans	Sugar beets	Fruit crops
	Thousand dollars									
1963	7,279	58,417	5,481	1,182	4,875	19,622	13,150	12,418	38,167	5,577
1964	11,897	34,571	6,876	1,019	5,143	21,750	19,193	11,541	34,509	6,230
1965	7,477	27,860	6,108	1,257	6,584	24,163	21,746	12,477	26,573	7,561
1966	12,815	52,435	7,685	789	6,111	20,328	16,207	12,075	30,122	5,480
1967	16,817	42,554	9,725	907	6,022	22,239	17,539	13,146	29,680	2,867
1968	18,093	39,025	9,332	1,108	6,722	24,783	17,054	15,724	38,904	6,982
1969	17,766	47,909	9,955	1,236	7,874	29,231	16,649	10,175	28,049	7,352
1970	32,445	64,498	7,563	1,495	9,801	24,655	15,730	20,556	35,507	6,014
1971	39,126	65,740	8,143	817	9,634	31,889	13,869	16,233	39,016	6,399
1972[1]	37,539	78,308	9,616	622	11,615	35,455	15,463	14,505	42,787	2,721

Year	Cattle and calves	Hogs	Sheep and lambs	Wool	Chickens and broilers	Eggs	Turkeys	Dairy products	Commercial vegetables
	Thousand dollars								
1963	358,120	10,497	33,575	6,902	221	6,763	9,823	35,834	22,491
1964	349,249	10,049	34,977	6,345	[2]190	6,365	8,135	37,746	22,433
1965	403,666	11,810	36,552	5,060	[2]228	6,460	9,773	38,156	17,850
1966	489,596	14,737	34,732	6,370	[2]274	7,873	10,725	42,208	23,025
1967	554,320	14,288	32,077	4,370	[2]258	7,647	11,874	45,058	18,219
1968	547,998	15,377	34,253	4,077	[2]456	7,521	10,565	48,573	22,425
1969	658,357	22,368	34,195	4,031	[2]519	9,336	12,037	52,439	21,091
1970	793,256	21,882	41,959	3,615	[2]426	8,485	12,738	53,626	22,704
1971	1,000,374	23,239	47,071	2,102	[2]362	7,355	14,528	56,463	21,424
1972[1]	1,209,700	33,394	56,525	3,212	[2]455	8,406	18,081	61,799	26,605

[1] Preliminary

[2] Chickens only

SOURCE: Colorado Agricultural Statistics, 1974

Otero Farms Yield $86,980,000

10-24-

Compared with farmers and ranchers in many parts of the country, the Otero County farm community made out relatively well in the past year.

Their gross receipts from the sale of crops, livestock and other commodities were at a comparatively high level, according to the final tabulations, recently released.

Credit for it is attributed to high prices obtained for most farm products rather than to increased production.

In general, throughout the country, that was the picture -- reduced output that was compensated for by better prices. Crop receipts rose $8 billion in the year but livestock suffered a drop of $2 billion.

As a result, gross farm income in the United States rose above the $100 billion mark for the first time, reaching $102 billion.

The facts and figures for the local area and for other sections of the country are from a survey made by the Standard Rate and Data Service and from reports issued by the Department of Agriculture.

Total receipts in Otero County from farm operations in the past year are listed at $86,980,000.

That was the gross return, before any allowances for taxes, labor costs, fuel, equipment and supplies.

It represents the overall receipts from the sale of farm products, together with government payments and the value of home-grown foods consumed on the farm.

According to the most recent breakdown from the Department of Agriculture, approximately 12 percent of the cash proceeds from farm marketings locally is from crops and 88 percent from the sale of livestock, poultry and dairy goods.

Altho gross income was up for most of the nation's farmers, their realized net income was not. Increased production expenses, especially in the form of sharply higher prices for seed, feed, fuel and fertilizer, and a cutback in government payments left them with a net income of $27.2 billion, which was about $5 billion less than in 1973.

However, notes the Agriculture Dept., it was the second best year on record. It topped 1972 by a wide margin.

SOURCE: Rocky Ford Daily Gazette, 10-24-75

Field crops: Acreage, production, and value, Colorado, 1964-73

Year	Acreage		Yield per acre		Production	Value per bushel	Total value
	Planted	Harvested	Planted	Harvested			
	1,000 acres	*1,000 acres*	*Bushels*	*Bushels*	*1,000 bushels*	*Dollars*	*1,000 dollars*
				All wheat			
1964	2,778	1,673	9.4	15.6	26,074	1.31	34,143
1965	3,002	1,265	6.6	15.7	19,811	1.33	26,317
1966	2,822	2,458	15.7	18.0	44,316	1.56	69,125
1967	3,158	1,834	11.4	19.6	35,858	1.24	44,476
1968	2,920	1,878	12.9	20.0	37,560	1.12	42,063
1969	2,684	1,962	15.7	21.5	42,201	1.13	47,687
1970	2,493	2,095	23.9	28.5	59,678	1.19	71,017
1971	2,373	2,132	25.1	28.0	59,641	1.20	71,569
1972	2,474	2,165	21.0	24.0	51,990	1.77	92,022
1973[1]	2,561	2,432	23.3	24.5	59,568	3.75	223,380
				Winter wheat			
1964	2,761	1,660	9.3	15.5	25,730	1.31	33,706
1965	2,954	1,228	6.4	15.5	19,034	1.33	25,315
1966	2,797	2,442	15.7	18.0	43,956	1.56	68,571
1967	3,116	1,807	11.3	19.5	35,237	1.24	43,694
1968	2,899	1,861	12.8	20.0	37,220	1.12	41,686
1969	2,664	1,945	15.7	21.5	41,818	1.13	47,254
1970	2,470	2,075	23.9	28.5	59,138	1.19	70,374
1971	2,344	2,110	25.2	28.0	59,080	1.20	70,896
1972	2,449	2,150	21.1	24.0	51,600	1.77	91,332
1973[1]	2,520	2,400	23.3	24.5	58,800	3.75	220,500
				Spring wheat			
1964	17	13	20.2	26.5	344	1.27	437
1965	48	37	16.2	21.0	777	1.29	1,002
1966	25	16	14.4	22.5	360	1.54	554
1967	42	27	14.8	23.0	621	1.26	782
1968	21	17	16.2	20.0	340	1.11	377
1969	20	17	19.2	22.5	383	1.13	433
1970	23	20	23.5	27.0	540	1.19	643
1971	29	22	19.3	25.5	561	1.20	673
1972	25	15	15.6	26.0	390	1.77	690
1973[1]	41	32	18.7	24.0	768	3.75	2,880
				Corn for grain [2]			
1964	391	176	[3]	66.5	11,704	1.26	14,747
1965	414	192	[3]	71.0	13,632	1.26	17,176
1966	451	223	[3]	80.0	17,840	1.32	23,549
1967	510	270	[3]	82.0	22,140	1.15	25,461
1968	519	282	[3]	85.0	23,970	1.15	27,566
1969	600	334	[3]	95.0	31,730	1.18	37,441
1970	661	400	[3]	97.0	38,800	1.32	51,216
1971	703	430	[3]	88.0	37,840	1.19	45,030
1972	690	374	[3]	108.0	40,392	1.61	65,031
1973[1]	718	438	[3]	102.0	44,676	2.55	113,924
				Sorghum for grain [2]			
1964	781	307	[3]	25.0	7,675	1.07	8,212
1965	683	350	[3]	35.5	12,425	1.01	12,549
1966	503	248	[3]	38.0	9,424	1.10	10,366
1967	615	335	[3]	36.0	12,060	.96	11,578
1968	583	312	[3]	36.0	11,232	.99	11,120
1969	556	280	[3]	36.0	10,080	1.03	10,382
1970	483	250	[3]	40.0	10,000	1.14	11,400
1971	590	300	[3]	32.0	9,600	1.03	9,888
1972	530	265	[3]	34.0	9,010	1.49	13,425
1973	480	285	[3]	38.0	10,830	2.32	25,126

[1] Preliminary

[2] "Planted acres" for corn and sorghum pertain to acreage planted for all purposes. See page 36 for silage and other uses.

[3] Not available

Field crops: Acreage, production, and value, Colorado, 1964-73 (continued)

Year	Acreage		Yield per acre		Production	Value per bushel	Total value
	Planted	Harvested	Planted	Harvested			
	1,000 acres	*1,000 acres*	*Bushels*	*Bushels*	*1,000 bushels*	*Dollars*	*1,000 dollars*
				Oats			
1964	156	78	19.8	39.5	3,081	.77	2,372
1965	186	96	19.9	38.5	3,696	.74	2,735
1966	156	74	17.8	37.5	2,775	.75	2,081
1967	114	60	22.9	43.5	2,610	.79	2,062
1968	135	71	20.0	38.0	2,698	.75	2,024
1969	171	93	22.8	42.0	3,906	.70	2,734
1970	210	128	21.8	39.0	4,992	.70	3,494
1971	150	57	16.2	42.5	2,423	.73	1,769
1972	130	37	12.1	42.5	1,573	.87	1,369
1973	126	41	14.0	43.0	1,763	1.40	2,468
				Barley			
1964	518	293	18.4	32.5	9,522	1.31	12,474
1965	332	261	32.6	41.5	10,832	1.38	14,948
1966	349	279	30.8	38.5	10,742	1.50	16,113
1967	279	227	40.7	50.0	11,350	1.39	15,777
1968	280	240	39.4	46.0	11,040	1.45	16,008
1969	306	277	40.3	44.5	12,327	1.47	18,121
1970	328	310	44.4	47.0	14,570	1.39	20,252
1971	362	315	38.3	44.0	13,860	1.50	20,790
1972	292	239	37.6	46.0	10,994	1.77	19,459
1973	285	263	43.4	47.0	12,361	2.10	25,958
				Rye[2]			
1964	156	42	2.8	10.5	441	.93	410
1965	86	17	3.0	15.0	255	.97	247
1966	121	34	4.1	14.5	493	.99	488
1967	63	12	3.2	17.0	204	.91	186
1968	82	16	3.1	16.0	256	.92	236
1969	134	38	4.3	15.0	570	.88	502
1970	184	82	9.4	21.0	1,722	.87	1,498
1971	220	86	7.0	18.0	1,548	.88	1,362
1972	75	12	2.7	17.0	204	1.02	208
1973[1]	71	11	2.9	19.0	209	1.75	366
				Potatoes			
	1,000 acres	*1,000 acres*	*Cwt*	*Cwt*	*1,000 cwt*	*Dollars per cwt*	*1,000 dollars*
1964	45.5	44.7	195	199	8,892	3.38	30,038
1965	48.7	48.0	233	236	11,350	1.71	19,297
1966	45.0	43.6	255	263	11,488	1.93	22,258
1967	47.0	46.4	247	250	11,606	1.80	20,835
1968	48.8	48.0	232	236	11,318	1.67	18,833
1969	52.4	49.0	217	233	11,395	1.89	21,495
1970	51.3	50.3	252	257	12,916	1.42	18,340
1971	44.0	43.1	239	244	10,518	1.57	15,506
1972	39.5	38.6	253	259	9,995	2.89	29,022
1973[1]	37.7	37.0	256	261	9,665	3.51	34,008
				Sugar beets			
	1,000 acres	*1,000 acres*	*Tons*	*Tons*	*1,000 tons*	*Dollars per ton*	*1,000 dollars*
1964	190.4	177.4	14.6	15.7	2,783	12.40	34,509
1965	156.5	137.1	13.3	15.1	2,076	12.60	26,158
1966	150.7	140.5	15.5	16.6	2,335	12.90	30,122
1967	135.8	127.6	15.5	16.5	2,105	14.10	29,681
1968	179.2	168.2	14.6	15.5	2,611	14.90	38,904
1969	204.0	180.7	15.8	17.8	3,224	8.70	28,049
1970	158.0	145.2	15.0	16.4	2,383	14.90	35,507
1971	148.8	138.9	16.8	18.0	2,501	15.60	39,016
1972	152.5	133.8	17.0	19.4	2,594	17.70	45,914
1973[1]	123.0	114.0	15.3	16.5	1,881	[4]	[4]

[1] Preliminary

[2] Includes winter crop sown fall of preceding year

[3] Government payments under the Sugar Act are not included

[4] Not available

Field crops: Acreage, production, and value, Colorado, 1964-73 (continued)

Year	Acreage: Planted	Acreage: Harvested	Yield per acre: Planted	Yield per acre: Harvested	Production	Value per unit	Total value
	Broomcorn						
	1,000 acres	1,000 acres	Pounds	Pounds	1,000 tons	Dollars per ton	1,000 dollars
1964	73	58	126	160	4.6	350.00	1,610
1965	78	62	238	300	9.3	255.00	2,372
1966	39	30	200	260	3.9	320.00	1,248
1967	34	25	165	220	2.8	350.00	980
1968	35	28	177	220	3.1	405.00	1,256
1969	39	31	205	260	4.0	360.00	1,440
1970	39	31	179	225	3.5	410.00	1,435
1971	37	29	205	260	3.8	435.00	1,653
1972	27	22	178	220	2.4	415.00	996
1973[1]	11	9	218	270	1.2	470.00	564
	Dry beans[2]						
	1,000 acres	1,000 acres	Pounds	Pounds	1,000 cwt.	Dollars per cwt.	1,000 dollars
1964	187	180	828	860	1,548	7.70	11,920
1965	213	205	866	900	1,845	7.60	14,022
1966	208	195	905	970	1,892	6.10	11,541
1967	184	179	1,002	1,030	1,844	8.20	15,121
1968	228	222	896	920	2,042	6.30	12,865
1969	235	222	812	860	1,909	9.40	17,945
1970	242	235	826	850	1,998	7.50	14,985
1971	211	200	863	910	1,820	9.60	17,472
1972	211	192	762	860	1,651	8.60	14,199
1973[1]	193	188	799	820	1,542	22.00	33,924

Year	Acres harvested	Yield per acre	Production	Value per ton	Total value
	All hay				
	1,000 acres	Tons	1,000 tons	Dollars	1,000 dollars
1965	1,570	1.93	3,025	24.90	75,323
1966	1,440	1.96	2,822	26.00	73,372
1967	1,400	1.95	2,730	27.00	73,710
1968	1,480	1.95	2,885	27.00	77,895
1969	1,580	2.01	3,171	25.50	80,861
1970	1,560	2.00	3,115	25.50	79,433
1971	1,440	2.03	2,922	30.50	89,121
1972	1,465	1.96	2,873	40.00	114,920
1973	1,523	2.00	3,044	45.00	136,980
	Alfalfa hay				
	1,000 acres	Tons	1,000 tons	Dollars	1,000 dollars
1965	765	2.55	1,951	24.50	47,800
1966	750	2.60	1,950	24.90	48,555
1967	710	2.60	1,846	26.60	49,104
1968	740	2.60	1,924	26.00	50,024
1969	760	2.75	2,090	25.60	53,504
1970	740	2.75	2,035	25.50	51,893
1971	750	2.70	2,025	30.50	61,763
1972	745	2.60	1,937	39.50	76,511
1973[1]	760	2.65	2,014	44.00	88,616
	All other hay[3]				
	1,000 acres	Tons	1,000 tons	Dollars	1,000 dollars
1965	805	1.33	1,074	25.60	27,523
1966	690	1.26	872	28.50	24,817
1967	690	1.28	884	27.90	24,606
1968	740	1.30	961	29.00	27,871
1969	820	1.32	1,081	25.30	27,357
1970	820	1.32	1,090	25.50	27,540
1971	690	1.30	897	30.50	27,358
1972	720	1.30	936	41.00	38,409
1973[1]	763	1.35	1,030	47.00	48,364

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[1] Preliminary.
[2] Yield, production and value, cleaned basis.
[3] Includes wild hay, millet, Sudan, clover & timothy, grain hay, and other miscellaneous tame hays.

SOURCE: Colorado Agricultural Statistics, 1974

Field crops: Acreage and production, Colorado, 1964-73

Year	Irrigated: Acreage harvested	Irrigated: Yield per acre	Irrigated: Production	Non-irrigated: Acreage harvested	Non-irrigated: Yield per acre	Non-irrigated: Production	Total: Acreage harvested	Total: Production
	Acres	Bushels	Bushels	Acres	Bushels	Bushels	Acres	Bushels
	Corn for grain							
1964	145,000	77.7	11,270,000	31,000	14.0	434,000	176,000	11,704,000
1965	165,000	79.3	13,082,000	27,000	20.0	540,000	192,000	13,622,000
1966	195,000	87.3	17,028,000	28,000	29.0	812,000	223,000	17,840,000
1967	238,000	90.2	21,468,000	32,000	21.0	672,000	270,000	22,140,000
1968	254,000	91.9	23,340,000	28,000	22.5	630,000	282,000	23,970,000
1969	303,000	102.6	31,094,000	31,000	20.5	636,000	334,000	31,730,000
1970	368,000	103.4	38,064,000	32,000	23.0	736,000	400,000	38,800,000
1971	404,000	92.1	37,190,000	26,000	25.0	650,000	430,000	37,840,000
1972	351,000	113.5	39,851,000	23,000	23.5	541,000	374,000	40,392,000
1973[1]	412,000	106.6	43,922,000	26,000	29.0	754,000	438,000	44,676,000
	Winter wheat							
1964	91,000	33.0	3,003,000	1,569,000	14.5	22,727,000	1,660,000	25,730,000
1965	66,000	33.0	2,178,000	1,162,000	14.5	16,856,000	1,228,000	19,034,000
1966	85,000	36.5	3,103,000	2,357,000	17.3	40,853,000	2,442,000	43,956,000
1967	98,000	33.0	3,234,000	1,709,000	18.7	32,003,000	1,807,000	35,237,000
1968	79,000	34.0	2,686,000	1,782,000	19.4	34,534,000	1,861,000	37,220,000
1969	76,000	36.0	2,736,000	1,869,000	20.9	39,082,000	1,945,000	41,818,000
1970	71,000	46.0	3,266,000	2,004,000	27.9	55,872,000	2,075,000	59,138,000
1971	74,000	48.0	3,552,000	2,036,000	27.3	55,528,000	2,110,000	59,080,000
1972	74,000	41.5	3,071,000	2,076,000	23.4	48,529,000	2,150,000	51,600,000
1973[1]	72,000	44.0	3,168,000	2,328,000	23.9	55,632,000	2,400,000	58,800,000
	Spring wheat							
1964	7,500	35.0	262,500	5,500	14.8	81,500	13,000	344,000
1965	8,500	33.0	280,500	28,500	17.4	496,500	37,000	777,000
1966	6,000	38.3	230,000	10,000	13.0	130,000	16,000	360,000
1967	5,000	32.5	162,500	22,000	20.8	458,500	27,000	621,000
1968	5,000	38.0	190,000	12,000	12.5	150,000	17,000	340,000
1969	4,000	32.5	130,000	13,000	19.5	253,000	17,000	383,000
1970	5,000	38.0	190,000	15,000	23.3	350,000	20,000	540,000
1971	6,000	41.0	246,000	16,000	19.7	315,000	22,000	561,000
1972	6,000	45.5	273,000	9,000	13.0	117,000	15,000	390,000
1973[1]	10,000	41.0	410,000	22,000	16.3	358,000	32,000	768,000
	Oats							
1964	54,000	47.5	2,565,000	24,000	21.5	516,000	78,000	3,081,000
1965	64,000	46.0	2,944,000	32,000	23.5	752,000	96,000	3,696,000
1966	47,000	44.1	2,073,000	27,000	26.0	702,000	74,000	2,775,000
1967	39,000	53.5	2,085,000	21,000	25.0	525,000	60,000	2,610,000
1968	42,000	49.7	2,089,000	29,000	21.0	609,000	71,000	2,698,000
1969	39,000	50.5	1,969,500	54,000	35.9	1,936,500	93,000	3,906,000
1970	36,000	53.0	1,908,000	92,000	33.5	3,084,000	128,000	4,992,000
1971	26,000	57.0	1,482,000	31,000	31.5	941,000	57,000	2,423,000
1972	24,000	52.5	1,261,000	13,000	24.0	312,000	37,000	1,573,000
1973[1]	26,000	50.5	1,313,000	15,000	30.0	450,000	41,000	1,763,000
	Barley							
1964	142,000	52.2	7,408,000	151,000	14.0	2,114,000	293,000	9,522,000
1965	155,000	54.0	8,370,000	106,000	23.2	2,462,000	261,000	10,832,000
1966	154,000	53.9	8,304,000	125,000	19.5	2,438,000	279,000	10,742,000
1967	152,000	59.1	8,987,500	75,000	31.5	2,362,500	227,000	11,350,000
1968	151,000	60.4	9,126,500	89,000	21.5	1,913,500	240,000	11,040,000
1969	159,000	59.3	9,436,000	118,000	24.5	2,891,000	277,000	12,327,000
1970	160,000	60.1	9,620,000	150,000	33.0	4,950,000	310,000	14,570,000
1971	165,000	56.7	9,360,000	150,000	30.0	4,500,000	315,000	13,860,000
1972	163,000	53.0	8,638,000	76,000	31.0	2,356,000	239,000	10,994,000
1973[1]	160,000	56.7	9,065,000	103,000	32.0	3,296,000	263,000	12,361,000
	Sorghum for grain							
1964	97,000	47.7	4,630,000	210,000	14.5	3,045,000	307,000	7,675,000
1965	118,000	63.0	7,434,000	232,000	21.5	4,991,000	350,000	12,425,000
1966	92,000	62.0	5,704,000	156,000	23.8	3,720,000	248,000	9,424,000
1967	100,000	71.0	7,100,000	235,000	21.1	4,960,000	335,000	12,060,000
1968	105,000	69.5	7,299,000	207,000	19.0	3,933,000	312,000	11,232,000
1969	85,000	67.0	5,695,000	195,000	22.5	4,385,000	280,000	10,080,000
1970	96,000	69.5	6,672,000	154,000	21.6	3,328,000	250,000	10,000,000
1971	98,000	57.8	5,661,000	202,000	19.5	3,939,000	300,000	9,600,000
1972	74,000	62.4	4,617,000	191,000	23.0	4,393,000	265,000	9,010,000
1973[1]	90,000	64.0	5,760,000	195,000	26.0	5,070,000	285,000	10,830,000

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[1] Preliminary

Vegetables: Acreage, production, and value, Colorado, 1965-73

Year	Acreage harvested	Yield per acre	Production[1]	Value per unit	Total value
			Spinach		
	Acres	Cwt.	1,000 cwt	Dollars	1,000 dollars
1965	1,100	55	60	11.00	660
1966	1,300	60	78	12.60	983
1967	1,200	65	78	12.30	959
1968	1,100	70	77	12.60	970
1969	1,100	70	77	13.30	1,024
1970	750	70	53	14.10	747
1971	910	75	68	14.00	952
1972	900	75	68	15.90	1,081
1973[2]	1,100	65	72	18.90	1,361
			Tomatoes for fresh market		
	Acres	Cwt.	1,000 cwt.	Dollars	1,000 dollars
1965	500	125	62	5.40	335
1966	500	145	72	6.10	439
1967	500	140	70	5.70	399
1968	550	160	88	6.70	590
1969	400	150	60	6.22	373
1970	400	150	60	7.04	422
1971	390	150	59	7.68	453
1972	440	170	75	8.53	640
1973[2]	400	150	60	12.10	726
			Snap beans for processing		
	Acres	Tons	Tons	Dollars	1,000 dollars
1965	2,300	2.40	5,500	82.70	455
1966	2,400	2.70	6,500	81.60	530
1967	2,300	2.50	5,800	84.20	488
1968	2,300	2.50	5,800	87.70	509
1969	2,100	2.50	5,250	81.90	430
1970	1,700	2.70	4,590	92.70	425
1971	1,700	3.06	5,200	86.10	448
1972	1,700	3.44	5,850	88.40	517
1973[2]	1,700	2.97	5,050	89.90	454
			Tomatoes for processing		
	Acres	Tons	Tons	Dollars	1,000 dollars
1965	1,000	6.00	6,000	42.70	256
1966	1,400	9.90	13,900	35.30	491
1967	1,100	9.50	10,600	34.60	367
1968	1,300	11.90	15,500	39.60	614
1969	1,000	12.40	12,400	36.20	449
1970	1,100	11.10	12,200	35.20	429
1971	360	11.00	3,950	35.60	141
1972	560	17.40	9,750	39.20	382
1973[2]	640	12.34	7,900	42.00	332
			Cucumbers for pickles		
	Acres	Tons	Tons	Dollars	1,000 dollars
1965	800	7.00	5,600	61.80	346
1966	1,500	8.63	12,940	63.60	823
1967	2,100	6.68	14,030	68.90	967
1968	3,300	6.09	20,100	86.00	1,729
1969	2,200	6.52	14,350	82.60	1,185
1970	2,300	8.43	19,400	76.80	1,490
1971	2,500	8.32	20,800	70.70	1,471
1972	2,600	6.40	16,650	91.50	1,523
1973[2]	2,200	7.30	16,050	112.00	1,798

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[1] In certain years production includes some quantities not harvested because of economic conditions and excluded in computing values.

[2] Preliminary

Vegetables: Acreage, production, and value, Colorado, 1965-73 (continued)

Year	Acreage harvesting	Yield per acre	Production[1]	Value per cwt	Total value
	Acres	Cwt	1,000 cwt	Dollars	1,000 dollars
			Cabbage for fresh market		
1965	1,700	250	425	1.72	732
1966	1,700	255	434	3.56	1,543
1967	1,700	255	434	1.95	845
1968	1,700	260	442	3.15	1,383
1969	1,900	260	494	2.49	1,232
1970	1,700	250	425	2.37	1,009
1971	1,900	235	447	2.51	1,121
1972	1,800	250	450	3.43	1,543
1973[2]	1,800	268	482	7.26	3,497
			Cantaloups		
1965	2,200	75	165	3.95	652
1966	2,100	105	221	4.20	928
1967	2,100	90	189	3.36	635
1968	2,200	110	242	4.13	999
1969	2,200	95	209	3.91	817
1970	2,200	100	220	4.23	931
1971	2,200	95	209	4.43	926
1972	2,000	95	190	6.05	1,150
1973[2]	1,400	140	196	4.64	909
			Carrots		
1965	1,500	190	285	6.10	1,738
1966	1,300	200	260	5.20	1,352
1967	1,200	180	216	5.80	1,253
1968	1,200	200	240	4.95	1,188
1969	1,400	175	245	6.96	1,105
1970	1,100	195	215	3.87	832
1971	1,000	225	225	4.76	1,071
1972	1,000	240	240	4.68	1,123
1973[2]	1,200	330	396	5.05	2,000
			Sweet corn for fresh market		
1965	2,800	60	168	3.90	655
1966	3,200	60	192	4.15	797
1967	3,200	60	192	3.80	730
1968	3,500	65	228	3.95	901
1969	3,100	70	217	4.04	877
1970	3,200	65	208	4.56	948
1971	3,200	65	208	4.89	1,017
1972	3,200	65	208	5.10	1,061
1973[2]	3,100	70	217	6.26	1,358
			Lettuce		
1965	6,100	200	1,220	4.10	5,002
1966	4,900	230	1,127	6.20	6,987
1967	4,800	181	871	3.90	3,397
1968	5,100	180	918	3.95	3,626
1969	4,400	205	902	3.43	3,094
1970	4,100	220	902	5.76	5,196
1971	3,900	200	780	4.43	3,455
1972	4,100	205	841	4.76	4,003
1973[2]	4,700	250	1,175	7.06	8,296

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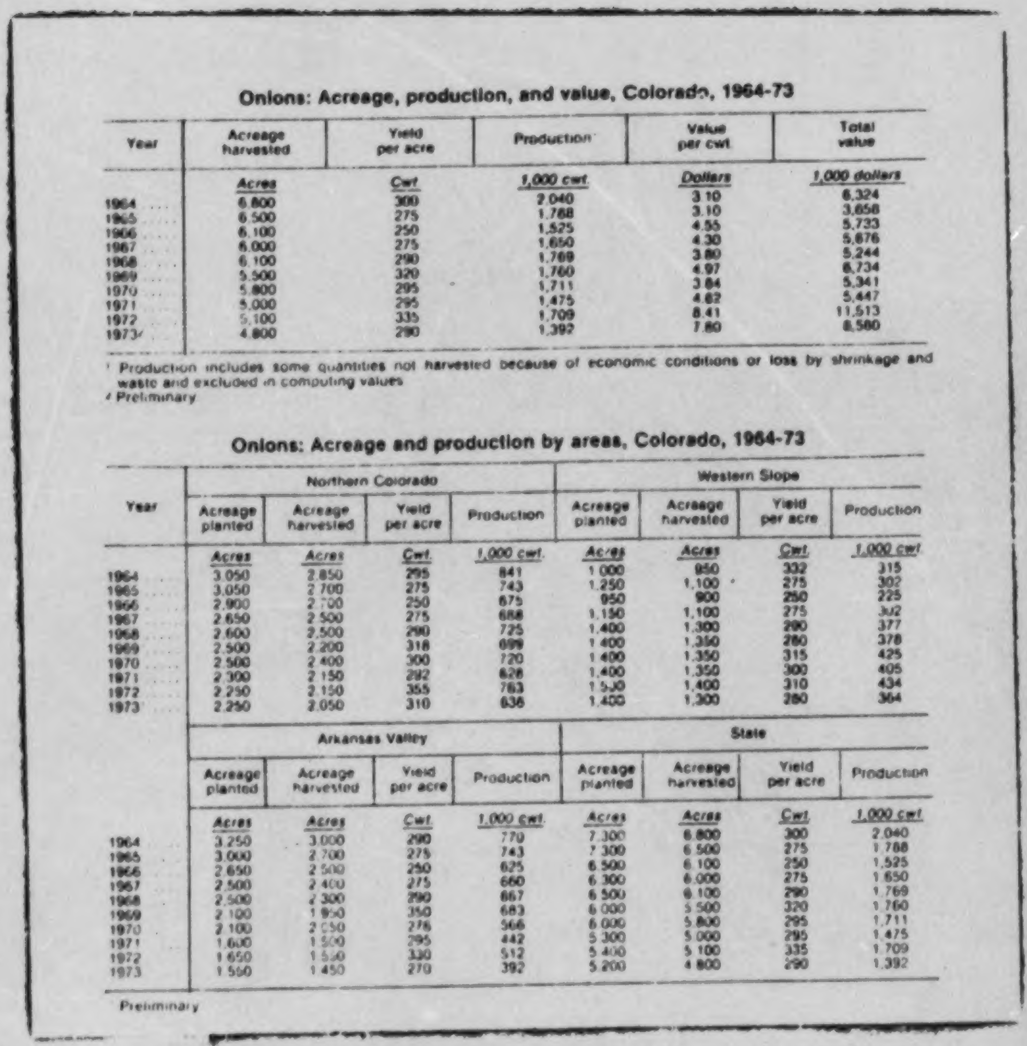
[1] In certain years production includes some quantities not harvested because of economic conditions and excluded in computing values.

[2] Preliminary

SOURCE: Colorado Agricultural Statistics, 1974



Onions: Acreage, production, and value, Colorado, 1964-73

Year	Acreage harvested	Yield per acre	Production[1]	Value per cwt.	Total value
	Acres	Cwt.	1,000 cwt.	Dollars	1,000 dollars
1964	6,800	300	2,040	3.10	6,324
1965	6,500	275	1,788	3.10	3,658
1966	6,100	250	1,525	4.55	5,733
1967	6,000	275	1,650	4.30	5,676
1968	6,100	290	1,769	3.80	5,244
1969	5,500	320	1,760	4.97	6,734
1970	5,800	295	1,711	3.84	5,341
1971	5,000	295	1,475	4.62	5,447
1972	5,100	335	1,709	8.41	11,513
1973[2]	4,800	290	1,392	7.80	8,580

[1] Production includes some quantities not harvested because of economic conditions or loss by shrinkage and waste and excluded in computing values.

[2] Preliminary.

Onions: Acreage and production by areas, Colorado, 1964-73

Year	Northern Colorado				Western Slope			
	Acreage planted	Acreage harvested	Yield per acre	Production	Acreage planted	Acreage harvested	Yield per acre	Production
	Acres	Acres	Cwt.	1,000 cwt.	Acres	Acres	Cwt.	1,000 cwt.
1964	3,050	2,850	295	841	1,000	950	332	315
1965	3,050	2,700	275	743	1,250	1,100	275	302
1966	2,900	2,700	250	675	950	900	250	225
1967	2,650	2,500	275	688	1,150	1,100	275	302
1968	2,600	2,500	290	725	1,400	1,300	290	377
1969	2,500	2,200	318	699	1,400	1,350	280	378
1970	2,500	2,400	300	720	1,400	1,350	315	425
1971	2,300	2,150	292	628	1,400	1,350	300	405
1972	2,250	2,150	355	763	1,500	1,400	310	434
1973[1]	2,250	2,050	310	636	1,400	1,300	280	364

Year	Arkansas Valley				State			
	Acreage planted	Acreage harvested	Yield per acre	Production	Acreage planted	Acreage harvested	Yield per acre	Production
	Acres	Acres	Cwt.	1,000 cwt.	Acres	Acres	Cwt.	1,000 cwt.
1964	3,250	3,000	290	770	7,300	6,800	300	2,040
1965	3,000	2,700	275	743	7,300	6,500	275	1,788
1966	2,650	2,500	250	625	6,500	6,100	250	1,525
1967	2,500	2,400	275	660	6,300	6,000	275	1,650
1968	2,500	2,300	290	667	6,500	6,100	290	1,769
1969	2,100	1,950	350	683	6,000	5,500	320	1,760
1970	2,100	2,050	276	566	6,000	5,800	295	1,711
1971	1,600	1,500	295	442	5,300	5,000	295	1,475
1972	1,650	1,550	330	512	5,400	5,100	335	1,709
1973[1]	1,550	1,450	270	392	5,200	4,800	290	1,392

[1] Preliminary

SOURCE: Colorado Agricultural Statistics, 1974

Farm wage rates: Average by classes and index, Colorado, 1968-74

Year and month		Per month		Per day	Per hour
		With board and room	With house	Without board or room	Without board or room
		Dollars			
1968	January	199.00	279.00	11.80	1.45
	April	207.00	289.00	11.90	1.47
	July	227.00	300.00	13.20	1.47
	October	228.00	308.00	12.90	1.49
1969	January	216.00	302.00	12.80	1.52
	April	232.00	317.00	13.20	1.52
	July	232.00	321.00	14.90	1.65
	October	232.00	315.00	14.00	1.63
1970	January	231.00	328.00	13.50	1.63
	April	249.00	335.00	13.80	1.63
	July	248.00	338.00	14.00	1.67
	October	248.00	345.00	14.10	1.67
1971	January	254.00	349.00	14.10	1.74
	April	259.00	351.00	14.50	1.74
	July	273.00	365.00	14.90	1.74
	October	259.00	346.00	14.80	1.76
1972	January	256.00	360.00	14.90	1.82
	April	267.00	368.00	15.10	1.79
	July	289.00	376.00	16.10	1.88
	October	273.00	381.00	16.00	1.90
1973	January	279.00	391.00	16.00	1.94
	April	302.00	406.00	16.30	1.97
	July	308.00	425.00	17.30	1.97
	October	299.00	418.00	16.90	2.05
1974[1]	January	306.00	429.00	17.40	2.17
	April	326.00	439.00	18.00	2.13

[1] Preliminary

Farm employment: Number of workers, by months, and annual average, Colorado, 1968-74[1]

Year	Jan	Feb	Mar	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov	Dec.	Annual average
	Thousands												
	Family workers												
1968	27	34	35	41	41	42	45	45	40	40	32	32	38
1969	27	31	33	38	38	39	40	43	38	35	29	30	35
1970	24	30	30	37	43	43	43	44	39	37	32	32	36
1971	25	28	32	37	39	39	39	38	36	39	33	31	35
1972	23	28	33	37	41	38	39	33	40	38	32	30	34
1973	23	27	31	37	41	41	40	40	39	40	35	33	36
1974	26	32	34										
	Hired workers												
1968	7	6	8	14	19	36	36	32	34	25	16	11	20
1969	5	5	9	11	19	34	41	40	39	31	16	9	22
1970	5	6	7	11	20	38	40	41	36	32	16	7	22
1971	7	7	9	11	20	30	39	33	32	26	11	9	20
1972	5	6	8	11	20	28	32	27	33	28	16	8	19
1973	6	7	10	11	18	36	38	29	35	35	18	8	21
1974	7	9	9										
	Total workers												
1968	34	40	43	55	60	78	81	77	74	65	48	43	58
1969	32	36	42	49	57	73	81	83	77	66	45	39	57
1970	29	36	37	48	63	81	83	85	75	69	48	39	58
1971	32	35	41	48	59	69	78	71	68	65	44	40	55
1972	28	34	41	48	61	66	71	60	73	66	49	38	53
1973	29	34	41	48	59	77	78	69	74	75	53	41	57
1974	33	41	43										

[1] Average number of workers employed in the last full calendar week ending at least one day before the end of the month.

SOURCE: Colorado Agricultural Statistics, 1974

Daily Gazette, Thursday, November 20, 1975, Rocky Ford, Colo.

1975 Good Year for Onions

Onion season is over. Occasionally people on the sidewalks in downtown Rocky Ford may see a lone truck rumble thru the city still brimming with onions but harvesting is well past its prime and processing centers are slowing their pace locally as winter winds chill the fields.

Lower Arkansas Valley onion crops went all over the United States and the price in the market place remained good despite sometimes daily fluctuations.

Just how this particularly bountiful crop got from the earth around Rocky Ford to the supermarket racks around the country — a process of which many citizens are oblivious -- was explained by a local onion processor.

Frank Holder, of Griffin-Holder and Co., said the first step was obviously the harvesting of the onions by band and the sacking of them in burlap bags at the field site.

First step in actually processing the onions is done by the oldest of farm workers — the sun. It's one of the reasons Holder is likely to smile at the bright sunshine during the peak of harvesting.

Sacks of onions are left in the field for about a week, curing in the sun. Excessive moisture is baked out of the onions and the outer skin is dried to crispness so it can be easily removed later.

After that, one of those specialized marvels of farm machinery, an onion sack loader, lumbers thru the field snatching up the sacks and dumping the cured onions into trucks. In area fields onions are bulk-loaded in hopper-bottom trucks.

Simple friction as the onions rub against each other removes dried dirt and the crisp outer shuck as the produce is transported to the processing plant.

Hopper trucks have a conveyer belt system in the truck bed and when they arrive at the plant the conveyers feed onions into a grader which sorts and sizes the onions into four groups: small "boilers", small-medium "repackers" (packed in three-pound bags for consumers), large-medium (for chain stores) and Jumbo size (for hotels and restaurants).

Deformed onions — splits or doubles — and other inferior grades are discarded under the watchful eye of plant workers. The same workers, at the Griffin-Holder plant, also snip off excess stalks with shears, "rounding out" the onion.

In the process of being "conveyed" on the belts further "shucking" of a second layer of skin takes place. From the conveyer onions are guided onto a circular sacking wheel which is rotated by hand to drop different grades of onions into different sacks.

Size and quality of an onion, as determined by the grader workers, will decide in which sack they will go. Griffin-Holder's top brand Sombrero, is marketed as a product of the company.

"It is known everywhere as our brand," Holder explained. Second grades are called Cisco, and are distributed to peddlers and fruit stands.

Griffin-Holder does not limit its onion crop to the Lower Arkansas Valley, or the Valley as a whole, but processes onions from the western slope of the Rockies as well.

The company handles sales of onions produced in Nevada and California too, altho they are not processed at the Rocky Ford plant. Still, they are graded to Griffin-Holder specifications, Holder said. Locally the Sweet Spanish variety of onion is grown and processed. It's a mild, sweet onion, substantially different from those grown in northern agricultural states and on the west coast.

Griffin-Holder's interest in Frozen Foods allows them to use its trucks in transporting onions from the fields to the plant. The 50-pound bags of graded onions are shipped out primarily by independent trucking firms from the Rocky Ford plant to southeast Texas, Louisiana, Arkansas, Oklahoma, Kansas, Missouri and the southwest region of the U.S.

Despite fluctuating prices, early season winds which uprooted several acres, and the impact of inflation -- in fertilizer and seed — 1975 has been a good year for Griffin-Holder and other area onion processors. Frank Holder can sit back now as onion productions winds down with a satisfied smile.

Daily Gazette, Thursday, November 20, 1975, Rocky Ford, Colo.

1975 Good Year for Sugar Beets

Thursday marked fifty-third day of American Crystal Sugar Company's 1975-76 sugar campaign and indications are, despite a few-day shutdown early in the campaign, that pace is "just about normal" according to agricultural manager, Ed Kidder.

Hundred's of thousands of tons of sugar beets have been sliced to date and produce continues to pour into the ACS plant for processing. Plant administrators are expecting the campaign to end well on the plus side of 100 days. Usually ACS aims for a campaign around 130 days.

Sugar yield from the beets has been down this year, Kidder said, due in large part to the dry weather during the maturation of the beets. The same weather problems delayed harvest of the beets in this area.

Cooler weather in past weeks has been a boon to ACS aiding in preservation of beets in storage. Altho harvesting is 86 percent complete state-wide in sugar beets the southeastern corner of Colorado annually falls a little later than northern production.

Kidder said ACS found more acres of beets planted this year over last year attributing some of the increase to the high price of sugar in the latter part of 1974 and early 1975. However, Kidder added, sugar prices have dropped considerably in recent months, a factor he expects to affect the acres planted next year.

Altho sugar beet acreage was on the upswing this year, Kidder pointed out ACS historically has had greater input than has been indicative in the past few years, because of conditions in the supply and demand market.

In 1974, 126,100 acres of sugar beets were harvested in the state yielding an average of 17.9 tons to the acre for a total of 2,260,000 tons, according to preliminary estimates of the state department of agriculture. Kidder's note that ACS has found an increase in beet harvesting in 1975 is a trend being reflected throughout the state.

Rocky Ford Corn Mostly Silage

Much of the corn grown around Rocky Ford goes for silage with much of the acreage grown by individuals with an interest in a feedlot operation. Yield from the harvest is not distributed throughout the cattle market but remains "at home" within the feedlot operation.

Differing reports came from two corn for silage growers as Vernon Proctor reported above average yield on his 250 acres. Averaging about 25 tons to the acre (compared with the Otero average last year of 20 tons to the acre), Proctor said a portion of his crop was hurt by the dry weather and insects.

Jim Reyher with Wilgro feeds said corn for silage yield per acre was below normal although not substantially. Reyher reported his 125 acres put out about 20 tons to the acre in harvest. He also accounted the lower yield to poor weather conditions.

Annually, Otero County harvest's around 17,000 acres producing 170,000 tons for silage and over 800,000 bushels for grain. In grain yield the county averaged about 93 bushels per acre in 1974. The drier season this year may shrink grain yield substantially although final figures on corn for grain have not yet been compiled.

Otero county produced slightly less than a fourth of the total bushel-production of the southeastern section of the state in corn grain. Nine counties are included in the section producing (in 1974) over four million bushels.

Alfalfa Crop Fair

A short alfalfa season for North American Dehydrating Corp. put tonnage "a little bit short" according to local plant manager Stan Lawrence.

Colder weather in late spring delayed harvest of the corporations 1000 acres of alfalfa as well as crops from other area farmers. The early start at American Crystal Sugar Co. in processing sugar beets cut the season short as far as dehydrating alfalfa. North American dehydrates ACS beet pulp when the campaign begins, discontinuing its alfalfa processing.

Lawrence said North American ran about 10,000 tons of the dried product this season tallying a 3.5 ton per acre yield on the field.

"We always try to shoot for about four tons to the acre," Lawrence said.

Sixty percent of North American's dehydrated alfalfa goes all over the county to feed poultry. The remaining 40 percent is earmarked for area feedlots, Lawrence said.

In the marketplace, Lawrence said "to me it seems pretty good" but pointed out he was not connected with the sales end of the business and could give no firm comment on price.

Considering the short season, Lawrence said over-all production was about average but could give no predictions on the crop next year other that he would like to see more alfalfa run thru the plant.

Good Season for Onions

Over 18,750 tons of onions were harvested from some 1500 acres in the Arkansas Valley this season, according to estimates by Griffin-Holder and company. Another way of putting it is 750,000 50-pound bags hauled to area processors.

"The market has been very good this summer and the quality of the crops have been good," Glen Grimsley summed up.

Onion growers in Otero County weren't sure the season would be so good earlier, when April winds decimated acres of the crop, literally tearing them out of the ground.

Altho no accurate figures have been compiled on Otero County's onion production, some area growers gave their acreage. Dave Nava said about 100 acres of onions were planted by him. In processing, Nava's company guestimated about 125,000 50-pound bags.

As of Oct. 22, Holder said his company had harvested and graded around 450 acres, yielding an average of 600 50-pound bags to the acre.

"Prices have been good and the weather was exceptional later in the season," Holder said. "Generally, the quality of the onions has been very good."

The supply-and-demand market in onions has kept the price per 50-pound bag fluctuating. Extremes last year went from $2.50 to $10. This season, by late October the price had stabilized around $4 per bag.

Holder accounted the greater extremes of last year to a poor harvest, much improved this year although it did vary "sometimes daily" depending upon when the crops were ready for processing.

He admitted inflation — particularly in fertilizer and seed — had hit the onion growers but doubted it had much bearing on the cost of the final product.

Growers would give no predictions about next year's crops, but Holder did say it might be a poor market since onion producers had such a good season this year. If the market is gutted with onions, the price will plummet possibly hurting a number of the small farmers.

Pearl Onion Crop Down

Yield on pearl onion crops was down 20 percent per acre this year, according to Joe Dunn, with Frozen Foods Inc., the Valley's major processor of the crop.

High winds in the July thru August season decimated acres of the crop.

"Pearl Onion harvesting was light," Dunn said, pointing out Frozen Foods planted 227 acres but had to replant later after the winds literally tore stands out of the ground.

Frozen Foods, described as a "packer's packer" supplies frozen pearl onions nationwide, into Canada and recently opened its market to include Europe.

High fertilizer costs, brought about by the energy crisis (most fertilizers have a petroleum base), hit producers hard with inflation. Dunn could offer no predictions on the market next year other than Frozen Food continues production on a contract basis. Plans are, however, to plant about the same number of acres with pearl onions.

SOURCE: Rocky Ford Daily Gazette, 11-20-75

It Was Bumper Year for Rocky Ford Cantaloupes

It was a bumper year for cantaloupes around Rocky Ford maybe not dollar-wise according to Truman Lusk, one of the county's largest processors of the melon — but good in quality and yield.

Lusk, who grew 150 acres of cantaloupes himself this year, figured he shipped about 80,000 45-pound cartons into the midwest and further east with his harvest and those of area farmers combined.

Dry weather was a big boon to the cantaloupe crop according to another producer, Gene Hirakata. Hirakata said his raised some 100 acres of cantaloupes with a yield of 400 cartons of No. 1 (top grade) melons to the acre.

He said market price for cantaloupes remained about the same as last year a fact verified by Vernon Proctor whose combined cantaloupe-watermelon acreage was placed at 50 acres. Proctor said his distribution is limited to the state and prices stayed consistant.

Lusk estimated yield per acre in his crop was up 20 to 25 percent and in addition to the carton product he guessed 100 tons of cantaloupes were bulk shipped from his plant.

None of the producers could predict what conditions would be like next year in cantaloupes although all intended to raise about the same acreage.

"I wouldn't try to predict some kind of market," Lusk said. "If we can grow 'em we can sell 'em. To predict how the market is going to be when the seed is still in the sack takes a smarter man than I am."

Although state results of the cantaloupe harvest for 1975 have not yet been compiled in 1974 growers harvested 400 less acres that the previous year but got the same per acre yield. Still there was a 29 percent decime in production but a 50 percent increase in money-value for the smaller crop. In 1974 Colorado's cantaloupe crop was valued at a total of $1,362,000.

If area grower's reports are any indication of the trend statewide then per acre yield totals for 1975 will be substantially higher than this past year, but whether or not it will be an equally substantial increase in value remains to be seen.

$18,000,000 In Farm Crops

Otero County farmers produced a total of around $18 million worth of crops in 1974 according to statistics compiled by the Colorado Department of Agriculture.

County agent Everett Hogan said 1974 figures should be pretty close to the 1975 statistics currently being compiled with probably a slight increase in production of sugar beets and canning tomatoes. Potato acreage has been dropping the past few years.

Lettuce Market Flooded

It was a case of "too much lettuce in the country" for area spring lettuce grower, Frank Holder. He said he planted some 175 acres of lettuce and did not even harvest it all since the market was so poor.

Still, Holder's usual market area — the southeast — held in good stead. In harvesting, about 400 cartons to the acre were figured.

Early lettuce (around May) lost its bid in the American market place because of the surge in "home gardens" — a staple of which is usually lettuce, Holder said.

Because of the poor season, Holder admitted being pessimistic on the consumer end of lettuce production next year. "A lot of big money was lost this year," he pointed out.

As a result, he expects farmers to have a lot of second thoughts about growing lettuce in the next season, a factor which could put the item in short supply in 1976.

SOURCE: Rocky Ford Daily Gazette, 11-20-75

Tomato Acreage Down This Year

Early season winds delayed harvest of the tomato crop this year, but despite wind damage yield per acre averaged about the same as last year, according to Western Food Products of La Junta, which contracted for 650 acres.

Vern Campbell and Joe Dunn of Campbell-Dunn Farms said replanting after winds delayed harvest. About 100 acres of tomatoes were planted initially in their joint effort, 96 acres less than last year.

Late season frost Oct. 21, 22 and 23 — early for that time of year — hurt the tomatoes, Campbell said, but yield still proved "about normal", Dunn explained.

Western Food Products, contracted for 650 acres, only received 425, according to Jim Clawson with the company. Wind decimated crops and fruit that failed to ripen accounted for most of the loss, he said.

Clawson said per acre yield was about 15 tons. He said the frost did not hurt them as much as anticipated.

Campbell-Dunn farms which supplies tomatoes to Western Foods plans to increase its tomato acreage to around 120 next year, according to Campbell.

Western Food uses tomatoes for juice and catsup products and distributes in states west of the Mississippi with concentration in the midwest.

Campbell said fertilizer and labor for crops and harvest "went plumb out of sight" this year estimating a 25 percent to 40 percent increase in both areas cutting down profits on the produce.

High Quality Watermelons

Quality of watermelons was excellent this year according to Gene Hirakata although overall tonnage was lighter than last year.

Truman Lusk, another grower, said the market was "not particularly" good in melons, a factor reaffirmed by Vernon Proctor, who said he "hurt a bit" in watermelon production. Proctor, who added early season weather put spots on melons, pointed out while dry weather was beneficial to cantaloupes it wasn't ideal for the watermelon.

Hirakata and Lusk said the price in market for watermelon plummeted from last year and the value of crops decreased substantially.

Altho Lusk sends melons throughout the midwest, both Proctor and Hirakata limit their market to Colorado and neighboring states.

Daily Gazette, Thursday, November 20, 1975, Rocky Ford, Colo.

Completing Harvest

Harvest of late season row crops continues at a faster than normal pace, according to the Colorado Crop and Livestock Reporting Service. Harvest of corn is now two weeks ahead of normal as a result of ideal harvest weather conditions during the past week. Sugar beet harvest is entering the wrap-up stage. Harvest of sorghum for grain continues well ahead of the normal progress. Winter wheat fields remain in need of moisture. Germination has been extremely slow resulting in thin and spotty stands. Livestock are in generally good condition.

Vine Seed Crops Gained

Vine crop growers reported average to above average season in cantaloupes, winter and summer squash, watermelons and pumpkins.

One of the largest vine crop seed producers, Hollar & Co., planted some 2,600 acres according to Bob Nelson and recorded a 20 percent increase in production on some crops.

He particularly noted summer squash which brought a 600-pound per acre yield. Winter squash didn't fare as well producing a low yield, Nelson said, because of rain in August which increased blight.

Hollar & Co. operates in both southeast Colorado and California. Between the acreage here and the 4,700 acres on the west coast, Nelson estimated the company hit two million pounds of vine crop seed.

Another vine crop grower, Bob Miller, raised 2,500 acres and echoed Hollar & Co.'s overall opinion of the season, with crops ranging from average to good. Vine crop producer Delavan Burrell reported acreage up eight percent over last year with excellent germination of all seed.

Nelson said demand for vine crop seed was up this year which accounted for the nearly double acreage Hollar & Co. set aside for vine crops. He predicted the high and average yield of the season would result in a surplus of seed next year. He said Hollar & Co. are looking at reducing acreage by 30 percent since they will have a heavy carryover from the 1975 season.

Yields of the various vine crops, with Hollar & Co. were: 200-pounds to the acre on cantaloupes, 250 to 300 pounds per acre in watermelon and the 600 pound figure for summer squash.

High demand for vine seed came from the foreign market, one of Hollar & Co. biggest customers. Miller also ships seed both domestic and foreign and reported the market was fair on both counts, whereas Nelson said domestic demand fell well below international needs.

Hollar & Co. sends seed to France, the Arabian countries, South America, South Africa and Mexico in addition to Canada.

Nelson said the company was well into its packaging season and expects to send off 90 percent of the seed harvested this year.

Altho vine crops met and exceeded expectations of growers, other than expecting a surplus in seed next year and an expected decline in 1976 acreage, little could be predicted about next year.

Miller is placing much of his seed in storage. Burrell pointed out seed producers often work a year ahead when eyeing the market and he expects little fluctuation in demand or price.

Dry Beans About Average

"There was the potential for a bumper crop in dry beans," Paul Johannes, with First Prize Foods, said. Unfortunately, he added, a hot July and August reduced the yield in the non-irrigated land crops.

Johannes said he could give no estimate of acres harvested in the area or of the yield since First Prize Foods' supply came from different sources each week.

Despite problems with the weather, Johannes said the dry bean crop this season remained about the same as last year., "about average."

All of the dry beans funneled through First Prize Foods was sent to the Houston, Tex. area, Johannes said, since they were a subsidary of a firm there.

Otero County produced a dry bean yield on irrigated land of 1,300 pounds to the acre of some 200 acres planted according to a 1975 projection based on 1974 figures. Total production for the county in dry beans was estimated at 2,600 cwt.

Market figures are more changeable, but in 1974 bean growers were getting about $29 per cwt. for cleaned dry beans.

Maize Hurt by Dry Weather

Drouth hurt the late harvest of maize in Rocky Ford area, according to Solomon Schlegel, and reduced the yield per acre.

Maize harvesting began in the country in mid-October and continued through early November.

"It hasn't been too good," Schlegel admitted of the harvest. He pointed to the dryer weather and the plague of greenbugs as causes for the lower yield.

SOURCE: Rocky Ford Daily Gazette, 11-20-75

Labor and Economics Threat

Lusk Produce Doing Well This Year

But What About Next?

BY BOB EILERS

On a good day in late August as many as 5000 boxes of cantaloupes — with usually 16 to 24 per box — are loaded onto trucks outside the Lusk Produce packing plant.

From there they go all over the United States.

Truman Lusk, head of the produce company, doesn't really know how his company got started. In the early 1950's "Lusk" was a name on a roadside fruit stand selling at retail the products of his farm. From those meager beginnings it grew to the 1,500 acre farm and multi-building complex that is Lusk Produce today.

A healthy growth over the past 25 years, however, doesn't guarantee the same in the next 25, Lusk said, tapping the stub of a pencil on his desk.

Between frequent interruptions of the telephone (orders for cantaloupes coming in continually), Lusk explained that the uncertain nature of his field labor source, the migrant workers, combined with economic conditions, has put the produce company at its limit.

"With seasonal workers, they may be here one day, gone the next," Lusk shrugged.

While admitting the vital function of the workers, Lusk said without a stability in the work force there was just so much that could be produced.

Some 20 local persons work in the produce sheds at the company and 12 year-round personnel keep the company on an even keel — but field workers change with the seasons.

The Lusk Produce year begins in earnest in mid-July with the potato crop, by mid-August its cantaloupes. Onions fill out the rest of the year after harvest in September. Storing a portion of the onion harvest keeps the plant operating during the winter.

About 150 acres of the Lusk farm are earmarked for cantaloupes, another 125 for potatoes and a similar acreage for onions. Corn and alfalfa is also harvested for area feedlots.

Lusk said of his three major produce items, which was the most profitable varied. Naturally it depended on the quality of the harvest as well as nuances of supply and demand in the American produce market.

The potato crop is almost solely harvested for the Frito Lay Co. for use in making potato chips. For that reason, Lusk explained, the contract arrangement makes the potato harvest a guaranteed steady income. He added some red potatoes are sold as a table product.

Cantaloupes undergo the most extensive grading, processing and packing. They require more workers and the full facilities of Lusk Produce.

The journey of a cantaloupe from the field to the supermarket goes something like this:

—After picking, the cantaloupes are transported to Lusk Produce in hopper-bottom trucks (those with conveyor belts in the truck bed).

—The cantaloupes are elevated on a conveyor system to the brushes which "dust" them off.

—They are graded "one", "two" and rejects, the "one's" being top quality and continue thru the processing. The two's (second grade) are simply loaded into crates. Rejects are dumped into other trucks and discarded.

—The top quality cantaloupes are then submerged in a hot water sterilizing solution for about 30 seconds to remove any exterior bacteria.

—Next stop for the cantaloupe is the hydro-cooler, refrigerated water at 32 degrees centegrade, where for 15 minutes the field temperature is reduce. Lusk explained the cooling process gives the cantaloupes a longer shelf life and actually improves their flavor.

—From the hydro-cooler the conveyor scatters the cantaloupes along a slanted table where an eight-member packing team (Lusk's are contracted out of Texas) loads the cantaloupes into boxes.

—Boxes are subsequently loaded on hired haul trucks, independent of Lusk Produce, and carried to supermarkets throughout the country.

This year Lusk Produce began supplying Rocky Ford cantaloupes to the southern states — North Carolina, Louisiana and Kentucky — in addition to its usual market in Iowa, Nebraska, Kansas, Missouri, Oklahoma and Texas.

Lusk said the Texas market remained healthy despite a competitive cantaloupe harvest there.

By the first week in September, a few weeks short of the end of the cantaloupe season, Lusk Produce had loaded 45,000 boxes of cantaloupes. By the end of the season Sept. 20, he expected another 25,000.

The future of Lusk Produce?

"I don't know that I could say anything definite. The future is always up in the air," Lusk said, shaking his head. "It's taking an awful lot of money to farm and produce anymore."

SOURCE: Rocky Ford Daily Gazette, 9-8-75

Amend Finds Hogs Make Money If Handled Right

BY J. R. THOMPSON

One of the main reasons Don Amend and his family built their home on a sunny hill south of Rocky Ford five years ago was to go back to raising hogs as Amend had done in the Cheraw area before moving to Pueblo.

Starting with their first gilts in 1970, Amends now have 700-800 pigs in half a dozen houses west of their home on Colo. 71.

All of the hog houses (Amend is planning on building another to give him more room) face south to take maximum advantage of sun's warmth. Amend explains that he has insulation in roofs of farrowing houses and heat lamps, but hasn't had to put in space heaters. It's a sort of "poor boy's solar heating".

Amend runs hogs all the way from farrowing to finishing. He markets them at Winter Livestock in La Junta, but reports many of his pigs go to three buyers who ship truckloads of them to a Mississippi packing plant.

Amend designed his houses so that his pigs have a fairly comfortable situation (three times the floor space in his finishing house pens as is usually recommended for such structures) and he isn't overburdened caring for them. His farrowing houses have built in partitions forming structures similar to a farrowing crate, but open directly onto pens so that once the sow is in, Amend needs only put a bar in behind her to hold her. After the first three or four days, which is when the new piglets are most vulnerable to injury, Amend usually releases his sows.

With hogs selling for $50 a hundredweight and over, hog raisers are currently able to make a little money.

"We starting buying (in 1970) when hogs were at their low point, and we've been pretty lucky ever since," Amend admits.

SOURCE: Rocky Ford Daily Gazette

Cattle Growers More Optimistic

"It appears that the cattle industry is on the road to recovery finally," Les Honey, of La Junta Livestock Commission, said.

He noted that this past year has been a good one for the feedlot operators but a poor one for the cow-calf man.

Mac Johnson, one of those cow-calf men, was optimistic, saying the market is up on calves and yearlings "but economy. Now, those that could stick with it thru the years of lost profits are becoming optimistic "there's no place to go but up."

Altho the cow-calf market see-saws each week, Johnson said the average price for a 400-pound calf has steadied around 32 cents. He was quick to point out however, this was in the Otero County market and prices would vary considerably depending upon location and the quality of the stock. It could be higher (as much as 40 cents per pound) down to a low 20-odd cent figure.

Cost of raising a calf for sale to a yearling operation ranged from $110 to $125 (on the basis of basic cost, not including any overhead, for a 400-pound prime calf), according to Johnson. Yet sale value of the calf to a yearling operation is only around $128.

Jake Norton at the Fowler Auction says choice steer-calves have run from the 32 cent average to extremes of 38 cents locally but the profit margin on yearlings after fattening the calf to 700 pounds with grazing at best is around seven cents a pound. Selling this past week has ranged between 37 cents and 38 cents per pound for yearlings.

Choice feeder hefers for slaughter have brought 30 to 34 cents a pound according to Norton, a much-improved price over the lows of the past 18 months.

Feeders were the first to get caught in the econimic pinch, according to Les Honey, while the cow-calf men were the last. But likewise the feeders are the first to recover he said and the cow-calf man is seeing his profit climb much more slowly.

Norton said in the next four years cattle men could look to the market to improve steadily — no immediate jumps and possibly a few dips in coming years, but nothing permanent or as bad as the past two years.

Currently the price of feed grain has "cheapened somewhat" according to Johnson because the fall harvest is all in. Still, he expects it to jump slightly later in the year since farmers are not realizing the profits they need. With the beef market improving he expects the feed-to-cattle balance to stabilize.

Johnson said cattle raising costs are less in this area because of the close proximity of winter feed lots and the grazing areas for yearlings close at hand in extreme southeastern Colorado and western Kansas.

Honey noted it has been a pretty good year for the rancher who bought calves and summer pastured them into yearlings if the rancher's place got rain. He added, however, some ranchers weren't so fortunate.

Norton said cattle volume a the Fowler auction is down, fact he attributes to th economic pinch that reduce cattlemen's stock and pushe out some producers. H expects volume to increas with the market, however.

"In my opinion the livestoc market is up," Norton said. " feel we're finally at a turnin point."
we're by no means out of th woods."

The depth from which th cattle industry is lifting itsel was the plummet of two year ago when inflation hit cattl men from all sides and th consumer price of meat soared but still the beef sales rin for the cattlemen brought extremely low prices for eve choice stock.

Several "part time" cattlemen and a few old hands in the business sunk with the bee

Hog and Sheep Production Down

Production of hogs and pigs and stock sheep has been dropping in recent years in Otero county, reflecting a state-wide trend.

The most recent figures compiled by the Colorado Dept. of Agriculture showed a decrease in late 1973 to 7,800 head of hogs and pigs from the 1972 figure of 10,000. The reduction of stock sheep between 1973 and 1974 was smaller from 1,200 head to 1,100 head in the county last year. Figures for 1975 have not been tabulated.

Historically the southeastern part of Colorado has not been a major producer of hogs and sheep with only 14,000 head totaled on farms in 1974. This compares with some 247,000 in the northwest and mountain region of the state.

SUNSET LAW

FORT COLLINS — Colorado Common Cause is trooping around the state to drum up support for its "Sunset Law" — a proposal to periodically review the effectiveness of government agencies.

The group is proposing that state agencies and regulations be reviewed by the legislature every six years.

SOURCE: Rocky Ford Daily Gazette, 11-20-75

Feedlots a Mixed Picture

Opinions of current feedlot situation differ among local operators altho cattlemen have been hailing a "turning point" in the market which they expect to see continuing to improve.

Truman Lusk, operator of Lusk Feedlots, estimated some 1,500 head of his own cattle have passed thru the feedlot this year and the market has been steady enough that he is continually replacing stock.

"It hasn't been real profitable, but I'm not pessimistic. It's pretty slow but there is a steady comeback."

Purchasing has see-sawed over the past few months, Lusk said. "It hasn't been real high or real low. Profits have been more moderate."

Jim Reyher at Wilgro Feeds, Inc., refrained from commenting on the market in any detail saying only business was "just fair" noting it dipped lower in June and July.

Vernon Proctor said the feeder market was taken a dip currently because of a heavy kill in slaughter which has reduced demand for feeder cattle at the moment but he noted it was not nearly as bad as it was mid-summer.

Both Herefords and black & white face cattle are bringing top dollar, according to Lusk who said he has limited his stock to local breeds. He said some Texas and Southern cattle went thru his lot last year but were discontinued this year.

Walter Montini, with Montini Feed one of the larger operations in the area, said quality of cattle brought in this year has been exceptional. The market was "fair" and he said he expected it to remain as it is for the time being. Feed costs have also leveled off, Montini added as another stabilizing factor.

About the future?

"I think it will be all right,' Montini said.

CATTLE ON FEED ABOVE LAST YEAR

Cattle and calves in Colorado feedlots being fed for the slaughter market on Nov. 1, are estimated at 855,000 head by the Colorado Crop and Livestock Reporting Service. This is 15 percent above the number on feed a year earlier and up 16 percent from last month.

Marketings of fed cattle from Colorado feedlots during October are estimated at 162,000 head, 7 percent below the corresponding month a year ago and 2 percent below September of this year.

SOURCE: Rocky Ford Daily Gazette, 11-20-75

More Cattle in Feedlots But Future Cloude

BY BOB EILERS

Feelings and predictions of the future of the feedlot business are mixed among area operators as some pointed to the uncertainty of political decisions and compared feeder prices with the cost of grain.

Truman Lusk, owner of Lusk Feedlots, summed up the majority of feelings calling the business "nip and tuck" at the present time.

"Everything isn't quite fitting together," Lusk commented, explaining they were making some money on the cattle now being shipped out, but then feeder stock bought from the cattlemen earlier had been cheaper. Since then the price has gone up as has the cost of the grain to feed the incoming stock.

"I don't want to come out like I'm against the cow and calf man. I'm not. He's obviously got to make it and I suppose the same goes for those with the grain, but the price of fat cattle has to go up," Lusk said.

He added the consumer would probably have to pay more for meat. "I'm certainly not optimistic."

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"I'm always optimistic. If I wasn't I wouldn't be in this business," Jim Reyher, operator of Wilgro Feeds, Inc. said. He added a lot depended on political decisions governing grain sales to Russia and whether price controls are put on meat.

A depressed fat cattle market showed a glimmer of improvement around June. He expects feed costs to "remain reasonably steady" allowing feedlot operators to show some profit in coming months.

Reyher said Wilgro was moving a few more cattle thru the lots, a trend he hopes will continue and even increase. Still, he felt balanced on the edge of political decisions.

"It always seems they like to use us as a whipping post."

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"Yeah, it's getting a little better. Cattle have been making money since June," Paul Kitch with Kitch Feedlots said of the Fat cattle market. "Of course the debt (from past losses) will take ten years to make up."

Kitch fingered chain stores as the culprit for past feedlot losses as being unwilling to pay the price for beef that enable feedlots to break even.

"It's better than it was. If feed doesn't go up our cattle could make a little money."

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"It's looking favorable," Marvin Montini, operator of Montini Feeds, admitted. "Come fall we'll be running more cattle thru."

The cost of feed is fairly high, he said, but not so much that profit will be impossible. "Of course I don't know about corn." He said for the last two or three months the market was "pretty nice."

All the operators, whether optimistic or not, are cautious with predictions of the future. Most feel sandwiched between feed prices and feeder stock costs. Over it all hangs a cloud of politics.

Meanwhile, the number of cattle passing thru the feedlot gates around Rocky Ford is increasing as many hope to recoup past losses.

SOURCE: Rocky Ford Daily Gazette, 10-1-75

ESTIMATES OF COSTS AND RETURNS

The information on machinery use and other cropping practices was used as input for the budget generator developed by the Economic Research Service of the USDA [7]. This computer routine calculates the variable and fixed costs associated with each sequence of cropping operations fed into it.

A. Variable Costs

Variable costs are itemized in each budget. Expenses for seed, fertilizer and chemicals were based on survey data. Custom rates were included for those operations that were generally hired.

All labor involved in growing a crop was included in the crop budget, regardless of whether the labor was hired or performed by the farm operator. Typical wages for hired labor were $2.00 per hour on farms of the two smallest size categories, $2.25 per hour on farms of size category III and $2.50 per hour on the largest farms. All labor on the model farms was valued according to these wage rates.

In addition to the itemized costs, there is a charge for "miscellaneous variable costs." These include the costs of the pick-up and other nonitemized machine use as well as farm business expenses such as tax accounting, utilities and membership dues in farm organizations. These miscellaneous costs are estimated to be 10 per cent of the itemized expenses.

The final addition to variable costs is an interest charge on operating capital. This is the cost of using the money needed to pay all variable costs. On borrowed money, this represents the interest charged by the lendi agency. If a farmer invests his own money, the interest charge represents the opportunity cost of the investment, that is, the alternative financial returns that are given up in order to make the investment. Interest char were computed at 8 per cent per annum. For operating capital, the loan period was assumed to be nine months and 6 per cent interest was charged for the nine months.

When grass pasture is replanted, the newly planted grass is not generally grazed the first year, but a cutting of hay is often taken late in the summer. Therefore, the establishment costs include the costs of a hay harvest. Pasture production in subsequent years is valued on the basis of each acre producing about two tons of hay equivalent per year, which is about the yield of irrigated grass hay in the area.

B. Fixed Costs

Fixed costs are costs that are charged to the farm business regardless of the level of production, and include depreciation, interest on land and machinery investments, taxes and insurance.

Tables 16 and 17 show how the interest on land and the overhead charges were computed for each farm model. On the farm models there is a difference between irrigated cropland and the total land area of a farm. This difference consists of hills, washes and streams as well as land necessary for the farmstead, roads and ditches. A farmer has to pay taxes and figure interest on all the land in his farm, while his water assessments are based on irrigated acreage.

Land values were estimated to be $1,000 per acre for an entire farm, including some land not cropped as well as buildings and improvements. The interest charge on land was computed for each farm by multiplying the total farm acreage by $1000 per acre, then multiplying by 8 per cent. The resulting figure was then divided by the irrigated crop acreage to determine the interest charge per crop acre (last column in Table 16).

TABLE 16. Interest Charges on Land for Farm Models

FARM SIZE CATEGORY	TOTAL LAND IN FARM	INTEREST ON ALL LAND IN FARM	IRRIGATED CROPLAND	INTEREST CHARGE PER CROP ACRE
	(acres)	($)	(acres)	($/acre)
I	75	6,000	60	100.00
II	175	14,000	150	93.33
III	280	22,400	240	93.33
IV	450	36,000	400	90.00

TABLE 17. Overhead Costs for Farm Models

COST ITEM	FARM SIZE CATEGORY: I	II	III	IV
	$	$	$	$
1. Property tax	525	1,225	1,960	3,150
2. Water assessment	420	1,050	1,680	2,800
3. Building maintenance	500	500	800	1,000
4. Insurance (fire, liability, workmen's comp.)	300	300	500	800
5. Vehicle licenses	70	115	140	210
6. TOTAL OVERHEAD CHARGE	1,815	3,190	5,080	7,960
7. Overhead charge per irrigated acre	30.25	21.27	21.17	19.90
8. Interest on overhead (per irrigated acre)	2.42	1.70	1.69	1.60
9. Interest on nonitemized machinery				
A. Total	370	429	603	630
B. Per irrigated acre	6.17	2.86	2.50	1.60
10. Ownership fixed costs on nonitemized machinery				
A. Total	585	677	952	1,008
B. Per irrigated acre	9.74	4.50	3.97	2.52

Annual property taxes on land were figured at seven dollars per acre. Water assessments were treated as fixed costs because the billing policy makes them more fixed than variable. The Water Users Association charged $1.40 per acre foot of water in 1974. Land parcels are classified as having either mesa or adobe soil; parcels with mesa soils are billed in advance each year for five acre-feet of water per acre, those with adobe soils are billed for four acre-feet of water per acre. Thus, farmers pay a minimum of $7.00 per acre for water on mesa soils and $5.60 per acre for water on adobe soils. There is also an assessment on the land that receives water from the Water Users Association. These assessments are used to pay off project debts to the federal government and are based on a more complicated land classification scheme. Water payments and repayment assessments are such that seven dollars per irrigated acre was a reasonable approximation of average water costs for the 1974 irrigation season.

The remaining fixed cost items in Table 17 are averages from the farm survey data. Total overhead costs, as well as the overhead charge per irrigated acre, are shown in Table 17. Item eight is the interest charge on overhead costs, computed at 8 per cent.

Items nine and ten in Table 17 show the interest and ownership fixed costs on nonitemized machinery. Nonitemized machinery includes such items as a pickup, scraper and ditcher that are used on the farm but are difficult to allocate to a particular crop, so their costs are allocated to all crops equally. Ownership fixed costs consist of depreciation, insurance and taxes. Their calculation is explained under item 5 in the next section.

C. The Crop Budgets

Tables 18-49 show the costs and returns per acre for each crop, assuming the middle level of prices shown in Table 15.

Item 1 is the gross returns from crop production, the result of multiplying the crop output by the market price.

Item 2 shows all variable costs. These costs are itemized in each budget. Where prices and the quantities used are itemized, the figures are derived from field survey information. Machinery use costs are not itemized this way--they are computed by the budget generator on the basis of the machinery data fed into the program. "Miscellaneous variable costs" and "interest on operating capital" are computed as explained earlier in this chapter (see part A, Variable Costs).

Item 3 is income above variable costs and is simply the result of subtracting total variable costs from the total receipts shown in item 1.

Item 4 is the overhead charge per irrigated acre from line 7 of Table 17.

Item 5 shows the machinery and equipment fixed costs. For the machinery used in the field operations associated with each crop, these costs were computed by the budget generator. For nonitemized machinery, these costs are shown in line 10B of Table 17. These costs were computed in the same manner for all machinery. Depreciation was calculated by the straight line method, insurance cost four dollars for every $1,000 of coverage, and taxes were charged at the rate of $13 for every $1,000 of inventory.

Item 6 shows the returns to land, risk, management and capital and is simply item 3 minus items 4 and 5.

Item 7 is the interest charge on land per crop acre, as shown in the last column of Table 16.

Item 8 is the interest on machinery, equipment and overhead. As with the ownership costs, some of the interest charges were computed by the budget generator. The other interest costs included are shown in lines 8 and 9B of Table 17. Interest is computed at 8 percent of average investment, which is defined as (new value plus salvage value) ÷ 2.

Item 9 shows the returns to risk taking and management. It is the amount of money left over when all the other factors of production have been paid for. If it is negative, it means that labor or capital (or both) were not being compensated at the rates used in the cost calculations.

Following the individual crop budgets, Table 50 summarizes the costs and returns for each crop at each of the three prices specified in Table 15. This illustrates the dramatic effect of price changes on the profitability of crop production. It also illustrates the relative returns to the different crops.

Table 51 presents the net returns to management and risk-taking for each farm model as a whole. To compute the costs and returns to alfalfa hay and grass pasture, it was assumed that one-fifth of the alfalfa acreage and one-tenth of the grass acreage are reestablished each year. In actual practice, the entire area is more likely to be reseeded every five years in the case of alfalfa and every ten years in the case of grass. However, over time, that would average out to be equivalent to the procedure assumed for the budgets.

TABLE 29. Costs and Returns Per Acre for Alfalfa Hay on 240 Acre Farm Model - 1974

	Unit	Price or Cost/Unit	Quantity Per Acre	Value or Cost/Acre
1. Gross Return from Production				
Alfalfa Hay	ton	$55.00	4.2	$231.00
Total Receipts				231.00
2. Variable Costs				231.00
Fertilizer (18-46-0)	ton	184.00	0.05	9.20
Seed				
Insecticide (2 Aerial Sprays)	acre	5.50	2.0	11.00
Herbicide				
Machinery Use				
Tractor Fuel and Lube				4.80
Tractor Repairs				1.78
Equipment Fuel and Lube				0.92
Equipment Repairs				5.24
Custom Work				
Fertilizer Spreader	acre	2.00	1.0	2.00
Labor - Machine Operation	hr.	2.25	2.99	6.73
Irrigation	hr.	2.25	3.49	7.38
Other				
Itemized Variable Costs				49.55
Miscellaneous Variable Costs				4.96
Interest on Operating Capital				3.27
Total Variable Costs				57.78
3. Income Above Variable Costs				173.22
4. Overhead Charge				21.17
5. Machinery and Equipment Ownership Fixed Costs (Deprec., Taxes, and Insurance)				
Tractor				4.72
Equipment				30.22
Total Machinery and Equipment Fixed Costs				34.94
6. Returns to Land, Risk, Management, and Capital				117.11
7. Land Charge				93.33
8. Interest on Machinery, Equipment and Overhead				20.01
9. Returns to Risk and Management				3.77

TABLE 39. Costs and Returns Per Acre for Corn Silage on 150 Acre Farm Model - 1974

	Unit	Price or Cost/Unit	Quantity Per Acre	Value or Cost/Acre
1. Gross Return from Production				
Corn Silage	ton	$16.00	19.0	$304.00
Total Receipts				304.00
2. Variable Costs				
Fertilizer - N (dry)	lbs.	0.22	60.0	13.20
- P (dry)	lbs.	0.16	100.0	16.00
- N (NH_3)	lbs.	0.17	80.0	13.60
Seed	bu.	27.00	0.33	9.00
Insecticide (Aerial Spray)	acre	6.00	1.0	6.00
Herbicide	acre	1.50	1.0	1.50
Machinery Use				
Tractor Fuel and Lube				9.50
Tractor Repairs				3.41
Equipment Fuel and Lube				8.56
Equipment Repairs				9.24
Custom Work				
Fertilizer Spreader	acre	2.00	1.0	2.00
Labor - Machine Operation	hr.	2.00	9.36	18.72
Irrigation	hr.	2.00	3.50	7.00
Other				
Itemized Variable Costs				117.73
Miscellaneous Variable Costs				11.77
Interest on Operating Capital				7.77
Total Variable Costs				137.27
3. Income Above Variable Costs				166.73
4. Overhead Charge				21.27
5. Machinery and Equipment Ownership Fixed Costs (Deprec., Taxes, and Insurance)				
Tractor				9.65
Equipment				34.82
Total Machinery and Equipment Fixed Costs				44.47
6. Returns to Land, Risk, Management, and Capital				100.99
7. Land Charge				93.33
8. Interest on Machinery, Equipment and Overhead				28.01
9. Returns to Risk and Management				-20.35

TABLE 41. Costs and Returns Per Acre for Corn Silage on 240 Acre Farm Model - 1974

	Unit	Price or Cost/Unit	Quantity Per Acre	Value or Cost/Acre
'. Gross Return from Production				
Corn Silage	ton	$16.00	19.0	$304.00
Total Receipts				304.00
'. Variable Costs				
Fertilizer - N (dry)	lbs.	0.22	80.0	17.60
- P (dry)	lbs.	0.16	100.0	16.00
- N (NH_3)	lbs.	0.17	100.0	17.00
Seed	bu.	27.00	0.33	9.00
Insecticide (Aerial Spray)	acre	6.00	1.0	6.00
Herbicide	acre	1.50	1.0	1.50
Machinery Use				
Tractor Fuel and Lube				9.71
Tractor Repairs				3.29
Equipment Fuel and Lube				6.20
Equipment Repairs				7.26
Custom Work				
Fertilizer Spreader	acre	2.00	1.0	2.00
Labor - Machine Operation	hr.	2.25	7.12	16.02
Irrigation	hr.	2.25	3.50	7.88
Other				
Itemized Variable Costs				119.46
Miscellaneous Variable Costs				11.95
Interest on Operating Capital				7.88
Total Variable Costs				139.29
3. Income Above Variable Costs				164.71
4. Overhead Charge				21.17
5. Machinery and Equipment Ownership Fixed Costs (Deprec., Taxes, and Insurance)				
Tractor				9.70
Equipment				23.40
Total Machinery and Equipment Fixed Costs				33.10
6. Returns to Land, Risk, Management, and Capital				110.44
7. Land Charge				93.33
8. Interest on Machinery, Equipment and Overhead				22.30
9. Returns to Risk and Management				-5.19

TABLE 47. Costs and Returns Per Acre for Sugar Beets on 400 Acre Farm Model - 1974

	Unit	Price or Cost/Unit	Quantity Per Acre	Value or Cost/Acre
Gross Return from Production				
Sugar Beets	ton	$30.00	21.0	$630.00
Total Receipts				630.00
Variable Costs				
Fertilizer (N&P)	lbs.	0.17	360.0	61.20
Seed	acre	6.00	1.0	6.00
Mildew Spray	acre	8.00	1.0	8.00
Herbicide	acre	9.00	1.0	9.00
Machinery Use				
Tractor Fuel and Lube				16.39
Tractor Repairs				6.49
Equipment Fuel and Lube				6.20
Equipment Repairs				14.04
Custom Work				
Fertilizer Spreader	acre	2.00	1.0	2.00
Labor - Machine Operation	hr.	2.50	9.13	22.82
Irrigation	hr.	2.50	5.50	13.75
Other - Thinning	acre	25.75	1.0	25.75
- Weeding	acre	14.00	1.0	14.00
Itemized Variable Costs				205.64
Miscellaneous Variable Costs				20.56
Interest on Operating Capital				13.57
Total Variable Costs				239.77
Income Above Variable Costs				390.23
Overhead Charge				19.90
Machinery and Equipment Ownership Fixed Costs (Deprec., Taxes, and Insurance)				
Tractor				14.04
Equipment				31.69
Total Machinery and Equipment Fixed Costs				45.73
Returns to Land, Risk, Management, and Capital				324.60
7. Land Charge				90.00
Interest on Machinery, Equipment and Overhead				29.42
Returns to Risk and Management				205.18

TABLE 48. Costs and Returns Per Acre for Onions on 240 Acre Farm Model -19

	Unit	Price or Cost/Unit	Quantity Per Acre	Value Cost/Ac
1. Gross Return from Production				
Onions	cwt.	$5.00	340.0	$1700.0
Total Receipts				1700.0
2. Variable Costs				
Fertilizer (N&P)	lbs.	0.17	250.0	42.5
Potash	lbs.	0.08	75.0	6.0
Nitrogen	lbs.	0.17	100.0	17.0
Seed	lbs.	20.00	2.0	40.0
Insecticide (Aerial Spray)	acre	6.00	3.0	18.0
Herbicide	acre	16.00	1.0	16.0
Machinery Use				
Tractor Fuel and Lube				10.8
Tractor Repairs				3.5
Equipment Fuel and Lube				
Equipment Repairs				2.5
Custom Work				
Fertilizer Spreader	acre	2.00	1.0	2.0
Harvest	cwt.	1.00	340.0	340.0
Labor - Machine Operation	hr.	2.25	5.30	11.9
Irrigation	hr.	2.25	7.50	16.8
Other				
Itemized Variable Costs				527.3
Miscellaneous Variable Costs				52.7
Interest on Operating Capital				34.8
Total Variable Costs				614.9
3. Income Above Variable Costs				1085.1
4. Overhead Charge				21.1
5. Machinery and Equipment Ownership Fixed Costs (Deprec., Taxes, and Insurance)				
Tractor				10.3
Equipment				16.3
Total Machinery and Equipment Fixed Costs				26.6
6. Returns to Land, Risk, Management, and Capital				1037.2
7. Land Charge				93.3
8. Interest on Machinery, Equipment and Overhead				19.8
9. Returns to Risk and Management				924.0

TABLE 51. Net Returns to Management on Model Farms (At Middle-Level Prices Shown in Table 15)

MODEL	ROTATION	CROP	NET RETURNS PER ACRE	ACRES ON FARM	NET RETURNS FROM CROP
			$		$
I					
		Malting barley	-61	20	-1220
		Alfalfa hay	-8	16	-128
		Alfalfa est.	-92	4	-368
		Grass pasture	-73	18	-1314
		Grass est.	-216	2	-432
		TOTAL NET RETURNS			-3462
		MANAGEMENT RETURNS PER CROP ACRE			-58
II	A				
		Malting barley	-3	40	-120
		Corn silage	-20	30	-600
		Sugar beets	59	40	2360
		Alfalfa hay	2	32	64
		Alfalfa est.	-34	8	-272
		TOTAL NET RETURNS			1432
		MANAGEMENT RETURNS PER CROP ACRE			10
	B				
		Malting barley	-5	40	-200
		Corn grain	-27	30	-810
		Pinto beans	83	40	3320
		Alfalfa hay	2	32	64
		Alfalfa est.	-36	8	-288
		TOTAL NET RETURNS			2085
		MANAGEMENT RETURNS PER CROP ACRE			14
III	A				
		Malting barley	11	60	660
		Corn silage	-5	50	-250
		Alfalfa hay	4	40	160
		Alfalfa est.	-21	10	-210
		Grass pasture	-47	72	-3384
		Grass est.	-182	8	-1456
		TOTAL NET RETURNS			-4480
		MANAGEMENT RETURNS PER CROP ACRE			-19
	B				
		Malting barley	11	60	660
		Corn grain	-3	50	-150
		Pinto beans	86	60	5160
		Onions	924	20	18480
		Alfalfa hay	4	40	160
		Alfalfa est.	-210	10	-210
		TOTAL NET RETURNS			24100
		MANAGEMENT RETURNS PER CROP ACRE			100

TABLE 51 (continued)

MODEL	ROTATION	CROP	NET RETURNS PER ACRE	ACRES ON FARM	NET RETURNS FROM CROP
			$		$
IV	A	Malting barley	16	120	1920
		Corn grain	0	40	0
		Corn silage	4	60	240
		Alfalfa hay	11	40	440
		Alfalfa est.	-16	10	-160
		Grass pasture	-41	117	-4797
		Grass hay	-175	13	-2275
		TOTAL NET RETURNS			-4632
		MANAGEMENT RETURNS PER CROP ACRE			-12
	B	Malting barley	16	100	1600
		Corn grain	0	40	0
		Corn silage	4	60	240
		Alfalfa hay	11	64	704
		Alfalfa est.	-16	16	-256
		Sugar beets	205	80	16400
		Onions	929	20	18520
		Grass pasture	-41	18	-738
		Grass hay	-175	2	-350
		TOTAL NET RETURNS			36120
		MANAGEMENT RETURNS PER CROP ACRE			90

.. CONCLUSIONS

A. Farm Income

In the crop budgets, land, labor and capital charges are deducted as costs, with the returns to management and risk-taking treated as the residual after the other factors of production have all been paid. A farmer's spendable family income would be the returns to management and risk-taking, plus payment for the labor he performed himself, plus payment for whatever portion of the capital investment was his own capital.

Farm management studies frequently show that larger farms tend to be more profitable, mainly because of the spreading of fixed costs. A farmer on a small farm may still be able to make an adequate family income if he does most of the work himself and owns most of the capital investment in the farm. Even so, he may have to accept a lower rate of return for his time and capital than is assumed in this report.

High fixed costs per acre, combined with a relatively low yield of barley caused a loss for each cropping activity on the smallest farm. Most of the farms in this size category were part-time or were run by people more concerned with livestock.

The budgets for larger farms with a large proportion of pasture land show negative net returns. It is possible that pasture land was overvalued in the budgets, but it is obvious that one cannot pay $1,000 per acre and expect to make money on grass hay or pasture. If pasture land had been valued at $500 per acre, with an annual land charge of $40 per acre, Farm I would have lost $546 on its 20 acres of pasture. Farm III would have lost $40 on 80 acres of pasture and Farm IV would have returned $784 on 140 acres.

B. Relative Profitability Among Crops

Farmers saw relatively high prices for most of their grain and cash crops in 1973 and 1974. Most of these prices are likely to be at least slightly lower in the near future. The figures in this report indicate that the prices of land and purchased inputs used by farmers have risen to the point that the returns to management for the grain and forage crops are likely to be fairly modest. Prices for the forage crops, hay and silage, have been only slightly above what the better farmers in the valley needed to break even, with no payment for risk-taking and management.

Pinto beans, sugar beets and onions have recently shown the highest returns to risk and management, and this will probably continue because these crops entail the greatest risk and require the most careful management.

At a price of $6.00 per hundredweight (cwt.), malt barley production would be unprofitable on all the model farms. At $6.50/cwt., model farms II and III must get a yield of slightly over 35 cwt. (70 bushels) per acre in order to break even. Because of lower per acre costs, the largest model farm shows a moderate return to management at a barley price of $6.50/cwt.

If farmers graze their cornstalks or rent out the afterfeed, the break-even price for corn grain is about $2.50 per bushel on the larger farm models and about $2.80 on the smaller farm. If the stalks were plowed down, the break-even price for corn grain would be about ten cents per bushel higher.

For corn silage, the break-even price is about $16 per ton on the larger farm models and about $17 per ton on farm II.

At a price of $55 per ton of hay, most farmers break even or show a slight loss for alfalfa production when the costs of establishment are considered. Many farmers keep it in their crop rotation to maintain soil tilth and fertility rather than as a cash crop.

No Action on Catlin Water Sale Proposal

Representatives of all Arkansas Valley ditch companies spoke in favor of returning Catlin Canal water, currently owned by Colorado Division of Wildlife, to agricultural use Friday during a hearing at Pueblo.

Occasion was July meeting of Colorado Wildlife Commission during which group of citizens from Lamar and Las Animas spoke opposing proposed resale of the water, which was purchased by the state two years ago for use to augment permanent pool at John Martin dam east of Las Animas.

Commission members adopted resolution not to sell or transfer any water on a permanent basis but to continue to lease state shares of Catlin water for farming use pending further study.

Frank Holder of Rocky Ford, who represented City of Rocky Ford and Colorado Shippers and Growers at the hearing, told The Daily Gazette that the wildlife division's own technicians said the 2100 shares of Catlin water are probably not adequate to provide suitable environment for fish.

Testimony by wildlife spokesman indicated that fluctuation of water and amount of silt it carries might not sustain fish, and that when water at the dam goes out many of the fish may also go down the Arkansas River.

Ditch spokesman all urged that the Catlin water stay on farm land.

In addition to Holder other local residents at the hearing included Rex Mitchell, attorney for the Catlin Canal Co., who testified; Frank Milenski, also a Catlin spokesman; Gilbert Proctor and Carl Allen, representing the Catlin Co., and Lee Hancock, representing High Line Canal Co.

Presently the state's 2100 shares are being leased to farmers on the Catlin ditch.

SOURCE: Rocky Ford Daily Gazette, 7-14-75

Lamm Sees Loss of More State Agriculture Water

8-25-75

"Let's not kid ourselves, we're going to lose more agricultural water," Gov. Richard Lamm told a group of 32 men gathered for luncheon at El Capitan after opening of melon pile at the Fair Saturday.

Industrial and metropolitan growth takes water and "you are going to lose more agricultural water. I can't help it," Lamm said, in answer to Frank Holder's question about what Lamm's administration planned to do to save ag water, including the vast amounts flowing out of Colorado.

Holder pointed out that Lamm was encouraging back yard gardens which took considerable amounts of high-priced processed water that ultimately deprives farms of water.

"That's only a drop in the bucket of municipal water," Lamm said and "I think people need to know their food comes from the ground, not just the grocery store."

Several people asked questions and Lamm touched on several subjects.

He said we must do more to conserve energy and develop new sources because "we are 38 percent dependent on the Arabs".

He said that Denver Chamber of Commerce is mad at him for pushing growth outstate away from metropolitan area and that's the reason for their "study" that says Colorado is anti-industry.

When business and industry is looking for new locations they look for college, transportation, airport and local labor, Lamm said, indicating that La Junta would qualify better than Rocky Ford.

Lamm declared that Colorado's income is far below projected figures and "there will be cuts in less critical areas of state government, but not any across the board cuts."

Public employees in Colorado, Lamm said, need collective bargaining but it should include no strike provisions in emergency and critical areas.

SOURCE: Rocky Ford Daily Gazette, 8-25-75

Winter Water Storage Program Approved

N-11

An experimental winter water storage program will go into effect Dec. 1. That was the consensus of representatives of canal and irrigation companies located between Pueblo and the John Martin Dam during an Oct. 31 meeting in La Junta.

Even though a consensus was reached plans are by no means final with participation of each company in the plan dependent on ratification by board and share holders.

The plan calls for the storage of 50 per cent of the winter water that would normally be diverted by the various canal companies. An ongoing record of water in storage will be kept. This water will be on call for the various companies at those times when irrigation is most beneficial to the crops.

Due to the intricacies of the water agreement, and in order to assure that no company is in any way short changed, the committee of canal and irrigation company representatives voted to designate themselves or their duly appointed company successors as a board. The board will meet monthly, or more often if necessary, to ascertain the effects of the program. They will also initiate any changes required in the experimental program in order for it to remain equitable to all.

Although it is likely that at least one company will not participate in the program all agreed that a trial is necessary before the benefits or detriments of the program can be judged.

Individual companies will be sending letters of agreement together with any conditions they might have to the Southeastern Colorado Water Conservancy District during the next several weeks.

Those electing not to participate have been asked to send a letter stating that they are not opposed to having the other companies participate.

Companies electing to participate in the program but whose stock holders subsequently reverse this decision will be allowed to call all of their water in storage at their discretion.

Represented at the meeting were Catlin Canal Co., Rocky Ford Ditch Co., Oxford Farmer, Colorado Canal Co., Fort Lyon Canal Co., Consolidated Canal Co., Holbrook Amity, Bessemer, Rocky Ford Highline. Otero Ditch Co. was not represented but had indicated agreement to the plan at an earlier meeting.

SOURCE: Rocky Ford Daily Gazette, 11-11-75

Central Water Companies and Districts

Otero County

Name of Water Companies and Districts	Population Served	Water System		
		Source & Capacity	Storage Capacity	Treatment
Beehive Water Association	200	2 wells 50 gpm	15,000 gallons	Yes
Bents Fort Water Company	1,000	2 wells 110 gpm	145,000 gallons	Yes
Crooked Arroya Campground	60	1 well -	6,000 gallons	Yes
Eureka Water Company	385	3 wells 120 gpm	56,700 gallons	Yes
East End Water Association	100	1 well 15 gpm	25,000 gallons	Yes
Fayette Water Association	100	1 well 25 gpm	15,200 gallons	Yes
Grand Valley School	200	1 well 8 gpm	4,000 gallon	No
Hancock Water Supply	60	1 well 25 gpm	20,300 gallons	No
Hillside Trailer Park	70	1 well 25 gpm	64,000 gallons	No
Hilltop Water Association	250	2 wells 60 gpm	42,800 gallons	Yes
Farmland Industries	100	1 well 60 gpm	80,000 gallons	Yes
Holbrook West Central Soft Water Supply Assn.	80 80	1 well 27 gpm	8,000 gallons	No
Newdale-Grand Valley Water Company	476	2 wells 50 gpm	150,000 gallons	Yes
Parkdale Water Company	35	1 well 85 gpm	6,000 gallons	Yes

(Contd. on following page.)

Central Water Companies and Districts

Otero County

Name of Water Companies and Districts	Population Served	Water System Source & Capacity	Storage Capacity	Treatment
Patterson Valley Water Company	110	1 well 35 gpm	116,000 gallons	Yes
Riverside Water Company	70	1 well 46 gpm	19,000 gallons	Yes
South Side Water Association	100	1 well 23 gpm	24,000 gallons	Yes
South Swink Water Company	400	3 wells 125 gpm	48,000 gallons	Yes
Valley Water Company	170	1 well 50 gpm	40,000 gallons	Yes
Swink School District	400	1 well 27 gpm	28,000 gallons	Yes
Vroman Water Company	200	1 well 30 gpm	4,300 gpm	Yes
West Grand Valley Water Co.	100	1 well 20 gpm	23,700 gallons	Yes
West Holbrook Pipeline	30	1 well 10 gpm	11,000 gallons	Yes
Wilsons S. W. Water Co.	100	1 well 25 gpm	15,000 gallons	Yes

Source: Colorado Department of Public Health.

OTERO COUNTY INVENTORY OF LAKES, PONDS, RESERVOIRS, AND STREAMS

Identity or Name of Water	Size (Acres)	Description of Water
Dye Reservoir	400 Surface Acres	Intermittent flood, storage during high flood stage. Water initially high in sediment. Warm water. Arkansas River water diversion is source of pollution. Wide fluctuation in water levels.
Holbrook Lake	600 Surface Acres	Moderate fluctuation in water levels. Approximately 12' deep and 5,400 acre feet capacity. Water is warm. Arkansas River diversion is source of pollution and high sediment content.
Cheraw Lake	590 Surface Acres	Water is highly saline. No outlet warm water. Pollution due to sewage disposal and drainage off of farmlands.
Horse Creek Reservoir	1,360 Surface Acres	Moderate fluctuation in water level--warm water. Source of pollution is diversion from Arkansas River.
Arkansas River	45 Mi. in Otero County 400' wide 2'3' deep	Widely fluctuating polluted. High in sediment.

WELLS, 1964

Otero County

Type	Number	Rate of Yield (gpm)
Domestic	87	2,144
Stock	52	854
Domestic/Stock	21	990
Municipal	33	12,867
Commercial	23	5,867
Industrial	23	5,809
Irrigation	510	7,615
		262,769
TOTAL	749	293,048

Source: Colorado Ground Water Basic Data Release No. 17

The irrigation of farm land as mentioned previously is practiced in Otero County. In 1973, according to this report, over 74,000 acres on 354 Otero County farms were under irrigation. Irrigated land per farm averaged over 200 acres and it was estimated that approximately 157,382 acre feet of water was applied.

OTERO COUNTY INDUSTRIAL LISTINGS

Employer	Address	Product	Estimated No. Employed	SIC
Simplot, J. R. Co.	Swink 384-9391	fertilizers	4	2875
Valley Metals Inc.	Swink 384-9850	scrap metals	17	
Valley Waste Paper	Swink	cardboard and newspaper recycling		2621
American Crystal	North Second Street, Rocky Ford 254-7436	sugar factory	454	2063
Arkansas Valley Seeds, Inc.	12 & Santa Fe Track, Rocky Ford	clean & package	7	
Burrel Seeds	Rocky Ford 254-3318	clean & package	12 F.T. 12-15 (seas.)	
Coca-Cola Bottling Co.	West Elm Avenue, Rocky Ford 254-3031	bottling	15	2086
Daily Made Bakery	310 S. Main, Rocky Ford 254-3931	bakery	3-6	2051
EDCO Manufacturing	1315 Elm Avenue, Rocky Ford 254-6993	machinery (except electrical farm machinery and equipment sheet metal work	5-10	3599 3523 3444
First Prize Foods	East of Rocky Ford 254-3366	cleaning & processing of beans	1	2032
Frozen Foods, Inc.	East of Rocky Ford 254-3373	freezing of onions peppers & strawberries	125	2037

(OTERO COUNTY INDUSTRIAL LISTING - CONTINUED)

Employer	Address	Product	Estimated No. Employed	SIC
Higbie, Don V. Popcorn Company	12 and Railroad, Rocky Ford 254-3988	clean and package popcorn	3	2099
Lusk Fertilizers	East of Rocky Ford 254-3376	fertilizers	6 F.T. 20-30 Seas.	2873
J. D. Merrifield & Son	410 N. 9th, Rocky Ford 254-3701	weighing & packaging machinery	2	3576
North American Dehydrating Corporation	Factory Grounds, Rocky Ford 254-7479	feeds pet foods	18	2048 2047
Oliver Manufacturing	West of Rocky Ford 254-6371	seed cleaning machinery food products machinery	15	3523 3551
Pleasure Time Beverage	511 N. Main, Rocky Ford 254-7459	bottling		2086
Pure Gas & Chemical, Co.	West of Rocky Ford	puregro fertilizers and chemicals		2873
P. L. Reynolds Machine Shop	407 3rd, Rocky Ford 15th Elm, Rocky Ford 254-6446	manufacturing		3523
Rocky Ford Bi-Products	East of Rocky Ford 254-3438	dog food feeds	5	2047 2046
Rocky Ford Co-operative Creamery	7 & Elm Avenue, Rocky Ford 254-7321	milk pasteurizing creamery butter ice cream & frozen desserts	7	2026 2021 2024

(OTERO COUNTY INDUSTRIAL LISTING - CONTINUED)

Employer	Address	Product	Estimated No. Employed	SIC
Rocky Ford Manufacturing	Fairgrounds, Rocky Ford 254-3206	men and boys shirts & nightware	165	2321
Rocky Ford Publishing Co.	912 Elm Avenue, Rocky Ford 254-3351	newspaper	5	2711
Southern Colorado Power Co.	8th & Chestnut, Rocky Ford 254-3311	operating plant	50	3679
Truckweigh Inc.	North 8th, Rocky Ford 254-6791	galvanized wire &manufacturing	80	3496
Valley Concrete Co.	1443 Maple Avenue, Rocky Ford 254-7461	ready mix	14	3273
Valley Printing	910 Elm, Rocky Ford 254-7311	printing	4	2751
Wilgro Feeds (Wilhelm Foods, Inc.)	West of Rocky Ford 254-3378	feed	35	2048

DIRECTORY OF COLORADO MANUFACTURERS, 1974-75

HOW TO USE THE DIRECTORY

The Directory of Colorado Manufacturers is divided into three sections:

1. Alphabetical Section -- white pages
2. Geographical Section -- colored pages
3. Product Section -- white pages

An explanation of the abbreviations and codes is given on the following page.

ALPHABETICAL SECTION

The Alphabetical Section is a complete alphabetical listing of all Colorado plants by firm name, city, and county. Also included are all the Standard Industrial Classification (SIC) codes for each firm. For complete information on each firm, refer to the Geographical Section.

The format for each listing is as follows:

Company name
City (County)
SIC code(s)

For example:

XYZ INDUSTRIES INC
DENVER (DENVER)
2071 1951

GEOGRAPHICAL SECTION

The Geographical Section is arranged alphabetically by city within each of Colorado's 63 counties. An alphabetical index of cities indicating the county or counties in which the city may be located is provided at the beginning of this section.

The firms are arranged alphabetically within the proper city. Included in the information is the address, zip code, and telephone number. For most of the firms the form of organization, date of establishment, area of distribution, employment range, and the senior official's name and title are given.

Distinction is made between the parent company, if a subsidiary, and the main office, if applicable. Also included is the top marketing official's name and title. A separate mailing address is given, if it is different from the plant address. Following this is a brief description of all the product group(s) of the company.

The format for each listing is as follows:

Company name
Address, Zip code, Telephone number
Main office and address, if applicable
Form of organization, Year of Establishment, Distribution area, Employment range
Senior official's name and title
Top marketing official's name and title
Parent company and address, if a subsidiary
Mailing address, if different
SIC code(s) and product description(s)

For example:

XYZ INDUSTRIES INC
6700 67TH ST 80200 789-0000
1234 SANTA FE COLORADO SPRINGS
CORP 1900 NTL 50-99
A B SMITH PRES
C D JONES SALES MGR
A B C COMPANY NEW YORK N Y
P O BOX 123 DENVER 80200
1951 RIFLES
2071 CANDY

PRODUCT SECTION

The Product Section is arranged by SIC groups of four-digit numbers. At the beginning of the section is an index of the SIC codes arranged by product alphabetically and numerically.

The firms under each code are listed by county and include the following information: address, city, zip code, county, employment range, telephone number, and area of distribution.

The format for each listing is as follows:

Company name
Address
City Zip code
County Telephone number
Distribution area Employment range
(NOTE: The last four items appear on the same line.)

For example:

XYZ INDUSTRIES INC
6700 67TH ST
DENVER 80200
DENVER 789-0000 NTL 50-99

EXPLANATION OF CODES

TITLES

Owner	OWNER
Partner	PTNR
President	PRES
Vice-President	V P
Publisher	PUBLR
Editor	EDITOR
General Manager	GEN MGR
Branch Manager	BRANCH MGR
Office Manager	OFF MGR
District Manager	DIST MGR
Plant Manager	PLT MGR
Sales Manager	SALES MGR
Division Manager	DIV MGR
Manager of Marketing	MGR OF MKTG
Superintendent	SUPT
Administrator	ADMIN
Secretary-Treasurer	SEC-TREAS
Chairman	CHAIRMAN
Secretary	SEC'Y
Treasurer	TREAS
Regional Manager	REG MGR
Manager	MGR
Area Manager	AREA MGR
Executive Vice-President	EXEC V P
Advertising Manager	AD MGR
Director	DIRECTOR
Advertising Director	AD DIRECTOR
Marketing Director	MKTG DIR
Vice-President, Marketing	V P, MKTG
Promotion Manager	PROMO MGR
Vice-President, Sales	V P, SALES
Sales Engineer	SALES ENGR
Business Manager	BUS MGR
Assistant Manager	ASS'T MGR
Salesman	SALESMAN
Partners	PARTNERS
Sales Representative	SALES REP
Agricultural Manager	AGRICUL MGR
Assistant General Manager	ASST GEN MGR

FORM OF ORGANIZATION

Corporation	CORP
Partnership	PART
Sole Proprietorship	S PROP
Estate	ESTATE
Cooperative	COOP
Division	DIV
Subsidiary	SUBSID

AREA OF DISTRIBUTION

Local	LOC
County	CNTY
District	DIST
State	ST
Regional	REG
National	NTL
International	INTL

RANGE OF EMPLOYMENT

This year a finer employment breakdown is being used. The eight employment groupings are as follows:

1-9
10-19
20-49
50-99
100-249
250-499
500-999
1,000 or more

N E C

In the geographical and product sections, the abbreviation "N E C" refers to "Not Elsewhere Classified."

COCA COLA-7UP BOTTLING CO
1009 ENSIGN   80701   867-2536
CORP   EST-1953   DIST   0 TO 9
H TIEDGEN   V P
2086 BOTTLED AND CANNED SOFT DRINKS

TIMES PUBLISHING CO
329 MAIN   80701   867-5651
CORP   EST-1884   COUNTY 10 TO 19
R W SPENCER   PRES
2711 NEWSPAPERS

WHITE PRINTING CO
109 E RAILROAD   80701   867-6415
0 TO 9
N J WHITE
2751 COMMERCIAL PRINTING, LETTERPRESS

WILGRO FEEDS
113 ENSIGN   80701   867-5606
PART   EST-1969   DIST   20 TO 49
D L WILHELM   PRES
2047 DOG, CAT, AND OTHER PET FOOD
2048 PREPARED FEEDS, NEC

OTERO

CHERAW

FARMLAND FOOD INC
104 S MAIN   81030   853-6612
FARMLAND FOODS INC   KANSAS CITY MO
COOP   EST-1970   NTL   100 TO 249
LISTER CRYAR   MGR
2016 POULTRY DRESSING PLANTS

FARMLAND INDUSTRIES INC
81030   853-6656
FARMLAND INDUSTRIES INC KANSAS CITY MO
COOP   EST-1961   REG   10 TO 19
G DETIMER   PLT MGR
2047 DOG, CAT, AND OTHER PET FOOD
2048 PREPARED FEEDS, NEC

FOWLER

DIVEN PACKING CO
81039   263-4256
CORP   EST-1935   REG   0 TO 9
S E DIVEN   PRES
P O BOX 128   FOWLER   81039
2033 CANNED FRUITS AND VEGETABLES

FOWLER CREAMERY CO
208 E SANTA FE   81039   263-5141
CORP   EST-1914   REG   0 TO 9
G A JENSEN   SEC-TREAS
2021 CREAMERY BUTTER

FOWLER TRIBUNE
112 CRANSTON AVE   81039   263-5311
S PROP EST-1897   COUNTY 0 TO 9
OLIVE M BUCK   PUBLR
2711 NEWSPAPERS

LA JUNTA

ANDREW'S SHEET METAL
1600 A AVE   81050   384-7431
S PROP   COUNTY 0 TO 9
MARTIN ANDREW   OWNER
3444 SHEET METAL WORK

ARK-VALLEY COACH INC
ROUTE 2, BOX 330A   81050   384-2711
CORP   EST-1969   STATE   0 TO 9
D OWEN   PRES
3792 TRAVEL TRAILERS AND CAMPERS

ARKANSAS VALLEY JOURNAL INC
7 W 5TH   81050   384-2011
CORP   EST-1949   DIST   0 TO 9
M H BOOTH   PRES
P O BOX 1130   LA JUNTA   81050
2711 NEWSPAPERS

DUNCAN FEEDERS SUPPLY
301 W 1ST   81050   384-4403
0 TO 9
F DUNCAN   OWNER
2047 DOG, CAT, AND OTHER PET FOOD
2048 PREPARED FEEDS, NEC

GALAXY PLASTICS INDUSTRIES INC
LA JUNTA INDUSTRIAL PARK81050   384-8314
CORP   EST-1973   NTL   10 TO 19
HOWARD FINLEY, JR.   PRES
3079 MISCELLANEOUS PLASTICS PRODUCTS

HOME BAKERY
418 COLORADO AVE   81050   384-2922
0 TO 9
MRS. L LARSON   OWNER
2051 BREAD, CAKE, AND RELATED PRODUCTS

LA JUNTA MILLING + ELEVATOR CO
1ST + SMITHLAND   81050   384-4401
CORP   EST-1927   REG   0 TO 9
RUSSELL KARNEY   ASST GEN MGR
2047 DOG, CAT, AND OTHER PET FOOD
2048 PREPARED FEEDS, NEC

LA JUNTA PRINTING CO
110 W 1ST   81050   384-9111
S PROP EST-1937   DIST   0 TO 9
M L FOWLER   OWNER
P O BOX 324   LA JUNTA   81050
2751 COMMERCIAL PRINTING, LETTERPRESS
2752 COMMERCIAL PRINTING, LITHOGRAPHIC

LA JUNTA TRIBUNE-DEMOCRAT
422 COLORADO   81050   384-4475
CORP   EST-1897   COUNTY 20 TO 49
A BURTIS   PRES
2711 NEWSPAPERS

LA JUNTA UPHOLSTERY
201 WEST 4TH   81050   384-2291
S PROP   0 TO 9
C FOUCH   OWNER
2512 UPHOLSTERED HOUSEHOLD FURNITURE

MILES HEATING + REFRIGERATION CO
115 SAN JUAN   81050   384-7511
CORP   EST-1956   DIST   0 TO 9
J A MILES   PRES
3444 SHEET METAL WORK

NIBCO OF COLORADO
MUNICIPAL AIRPORT IND PK81050   384-2516
NIBCO INC   ELKHART, IND
CORP   EST-1961   NTL   250 TO 499
L MILLER   PLT MGR
BRAD HAHN   MGR OF MKTG
P O BOX 981   LA JUNTA   81050
3494 VALVES AND PIPE FITTINGS

PRIOR MANUFACTURING CO, THE
702 W 5TH ST   81050   384-4091
CORP   NTL   20 TO 49
MRS. W BARTON   BRANCH MGR
E P GLICK   MGR
PRIOR MANUFACTURING CO, DENVER
2339 WOMEN'S AND MISSES' OUTERWEAR, NEC

RICHARDS ELECTRIC SHOP
417 W 3RD   81050
S PROP   0 TO 9
T RICHARDS   OWNER
3621 MOTORS AND GENERATORS

SCAFF BROTHERS CANNERY
119 HARRIET   81050   384-7971
PART   EST-1934   REG   0 TO 9
F A SCAFF   PARTNER
2087 FLAVORING EXTRACTS AND SIRUPS, NEC
2099 FOOD PREPARATIONS, NEC

WESTERN CANNING CO INC
W 2ND + GRANT   81050   384-4441
WESTERN FOOD PRODS CO   HUTCHINSON KANSAS
CORP   REG   250 TO 999
G BENSCHEIDT   PRES
CHARLES BENSCHEIDT   V P
P O BOX 730   LA JUNTA   81050
2035 PICKLES, SAUCES, AND SALAD DRESSINGS
2033 CANNED FRUITS AND VEGETABLES

WILDER PACKING PLANT
ROUTE 1   81050   384-7641
PART   EST-1950   LOC   0 TO 9
L B WILDER   PARTNER
2011 MEAT PACKING PLANTS

MANZANOLA

MANZANOLA FEED PRODUCTS CO
301 N CANAL   81058   462-5571
CORP   EST-1972   REG   0 TO 9
WAYNE RIGGS   GEN MGR
BOX 235   MANZANOLA   81058
2048 PREPARED FEEDS, NEC

ROCKY FORD

AMERICAN CRYSTAL SUGAR CO
FACTORY GROUNDS   81067   254-3436
AMERICAN CRYSTAL SUGAR   FARGO N DAKOTA
COOP   EST-1900   REG   100 TO 249
J C TANNER   GEN MGR
F W WINSTANLEY   SALES MGR
2063 BEET SUGAR

COCA-COLA BOTTLING CO
W ELM AVE   81067   254-3031
CORP   EST-1954   DIST   0 TO 9
F COFFELT   PRES
2086 BOTTLED AND CANNED SOFT DRINKS

DAILY-MADE BAKERY
310 S MAIN   81067   254-3931
S PROP EST-1961   LOC   0 TO 9
F I COTTON   OWNER
2051 BREAD, CAKE, AND RELATED PRODUCTS

EDCO MFG CO
1315 ELM AVE   81067   254-6993
S PROP EST-1968   INTL   0 TO 9
E CLUTE   GEN MGR
3599 MACHINERY, EXCEPT ELECTRICAL, NEC
3523 FARM MACHINERY AND EQUIPMENT
3444 SHEET METAL WORK

FROZEN FOODS INC
EAST OF ROCKY FORD   81067   254-3373
CORP   NTL   50 TO 99
J M DUNN   PRES
P O BOX 31   ROCKY FORD   81067
2037 FROZEN FRUITS AND VEGETABLES

MERRIFIELD, J C, + SON
410 N 9TH   81067   254-3701
DIV   EST-1938   INTL   0 TO 9
V A BISHOP   PRES
A F MELVILLE   SALES ENGR
ARK VALLEY INC
3576 SCALES AND BALANCES, EXC LABORATORY
3569 GENERAL INDUSTRIAL MACHINERY, NEC
3551 FOOD PRODUCTS MACHINERY

NORTH AMERICAN DEHYDRATING CORP
81067   254-7475
CORP   EST-1963   DIST   0 TO 9
G M CUSUMANO   PRES
WAYNE F SMITH   MGR
P O BOX 228   ROCKY FORD   81067
2047 DOG, CAT, AND OTHER PET FOOD
2048 PREPARED FEEDS, NEC

OLIVER MFG CO INC
WEST OF ROCKY FORD   81067   254-6371
CORP   EST-1930   INTL   20 TO 49
C W STEELE   GEN MGR
G O BURNEY   ASST MGR
P O BOX 512   ROCKY FORD   81067
3523 FARM MACHINERY AND EQUIPMENT
3551 FOOD PRODUCTS MACHINERY

PLEASURE TIME BEVERAGE CO
511 N MAIN   81067   254-7455
CORP   EST-1970   DIST   10 TO 19
GUY W WATTERS   PRES
FRANK C CROSSON   V P
2086 BOTTLED AND CANNED SOFT DRINKS

REYNOLDS, P L, MACHINE + WELDING WORKS
1601 ELM AVE   81067   254-6446
S PROP EST-1939   COUNTY 0 TO 9
P L REYNOLDS   OWNER
3523 FARM MACHINERY AND EQUIPMENT

ROCKY FORD CO-OP CREAMERY
7TH + ELM   81067   254-7321
CORP   EST-1913   DIST   0 TO 9
D SINDING   MGR
P O BOX 246   ROCKY FORD   81067
2026 FLUID MILK
2021 CREAMERY BUTTER
2024 ICE CREAM AND FROZEN DESSERTS

ROCKY FORD MANUFACTURING COMPANY
FAIRGROUNDS   81067   254-3346
CORP   EST-1973   INTL   100 TO 249
HANS ZIGANEK   PLT MGR
PAUL KRUG   MGR
DON RANCHO INC   ONTARIO CALIF
2321 MEN'S AND BOYS' SHIRTS AND NIGHTWEAR

ROCKY FORD PET FOODS, INC
E OF ROCKY FORD   81067   254-3438
CORP   EST-1964   NTL   0 TO 9
V ZELLHOFER   CHAIRMAN
ROUTE 1 BOX 176   ROCKY FORD   81067
2047 DOG, CAT, AND OTHER PET FOOD
2048 PREPARED FEEDS, NEC

ROCKY FORD PUBLISHING CO
912 ELM AVE 81067 254-3351
CORP EST-1904 DIST 0 TO 9
J R THOMPSON PUBLR
P O BOX 430 ROCKY FORD 81067
2711 NEWSPAPERS

TRUCKWEIGH INC
818 N 8TH 81067 254-6705
CORP EST-1973 STATE 20 TO 49
ROBERT R RYAN GEN MGR
PO BOX 649 ROCKY FORD 81067
3496 MISC FABRICATED WIRE PRODUCTS

VALLEY CONCRETE CO
200 SOUTH 17TH 81067 254-7461
CORP EST-1954 DIST 20 TO 49
E J BRUNBAKER PRES
FELIPE MADRID JR MGR
CERTIFIED CONCRETE CO ROCKY FORD COLO
P O BOX 550 ROCKY FORD 81067
3273 READY-MIXED CONCRETE

VALLEY PRINTING CO
910 ELM AVE 81067 254-7311
S PROP EST-1969 LOC 0 TO 9
G HOOVER OWNER
P O BOX 87 ROCKY FORD 81067
2751 COMMERCIAL PRINTING, LETTERPRESS
2752 COMMERCIAL PRINTING, LITHOGRAPHIC

WILHELM FOODS, INC
WEST OF ROCKY FORD 81067 254-3378
WILHELM COMPANY DENVER CO
CORP EST-1957 NTL 20 TO 49
MR JIM REYHER
AMFAC
P O BOX 268 ROCKY FORD 81067
2048 PREPARED FEEDS, NEC

SWINK

SIMPLOT, J R, CO
30 1ST 81077 384-9391
SIMPLOT CO POCATELLO, IDA
S PROP REG 0 TO 9
T MARUYAMA MGR
P O BOX 305 SWINK 81077
2875 FERTILIZERS, MIXING ONLY

OURAY

OURAY

OURAY COUNTY PLAINDEALER + HERALD
524 8TH AVE 81427 325-4462
S PROP EST-1887 0 TO 9
JOYCE JORGENSEN PUBLR
PO BOX 607 OURAY 81427
2711 NEWSPAPERS

PARK

BAILEY

EOS, ALAN MOUNTAIN LUMBER MILL
SINGLETON 80421 838-5782
PART EST-1933 STATE 0 TO 9
A EOS OWNER
2421 SAWMILLS AND PLANING MILLS, GENERAL

GUFFEY

WEST, ARTHUR + CLYDE
WEST SAWMILL 80820
S PROP 0 TO 9
CLYDE WEST OWNER
PO BOX 3 GUFFEY 80820
2421 SAWMILLS AND PLANING MILLS, GENERAL

PHILLIPS

AMHERST

DAVIDSON + VOIGHT ENGINEERING CORP
80721 437-3287
CORP EST-1964 NTL 0 TO 9
G KELSO PRES
3999 MANUFACTURING INDUSTRIES, NEC

HAXTUN

HAXTUN HARVEST
217 S COLORADO AVE 80731 774-2465
S PROP EST-1919 LOC 0 TO 9
LESLIE E TAYLOR OWNER
2711 NEWSPAPERS

L + L READY MIX CONCRETE
811 S COLORADO 80731 774-3133
PART EST-1964 DIST 0 TO 9
MIKE KOELLNER PARTNER
PO BOX 156 HAXTUN 80731
3273 READY-MIXED CONCRETE

HOLYOKE

BEAL, A H
NORTH OF HOLYOKE 80734 854-2530
0 TO 9
3523 FARM MACHINERY AND EQUIPMENT

HOLYOKE BAKERY
80734 854-2727
S PROP EST-1964 LOC 0 TO 9
R H TAYLOR OWNER
2051 BREAD, CAKE, AND RELATED PRODUCTS

HOLYOKE COOPERATIVE ASSOCIATION
80734 854-2255
COOP EST-1929 DIST 10 TO 19
R L SMITH GEN MGR
2047 DOG, CAT, AND OTHER PET FOOD
2875 FERTILIZERS, MIXING ONLY
2048 PREPARED FEEDS, NEC

HOLYOKE ENTERPRISE
134 N INTEROCEAN 80734 854-2811
S PROP EST-1901 COUNTY 0 TO 9
W P STARBUCK OWNER
2711 NEWSPAPERS

HOLYOKE READY-MIX CORP
6 BLKS W OF STOPLIGHT 80734 854-2460
CORP EST-1961 LOC 0 TO 9
CHARLES R NESS PRES
PO BOX 366 HOLYOKE 80734
3273 READY-MIXED CONCRETE
3272 CONCRETE PRODUCTS, NEC

SPEER CUSHION CO
431 S INTEROCEAN 80734 854-2288
S PROP NTL 10 TO 19
I J SPEER OWNER
WALLACE A DUSENBURY MGR
2394 CANVAS AND RELATED PRODUCTS

THOMPSON MORTUARY
S W OF HOLYOKE 80734 854-3309
CORP EST-1960 DIST 0 TO 9
E L LEWIS PRES
3272 CONCRETE PRODUCTS, NEC

WESTERN VAULT SALES
1/2-MILE NO OF HOLYOKE 80734 854-3243
REG 0 TO 9
PO BOX 201 HOLYOKE 80734
3272 CONCRETE PRODUCTS, NEC

PAOLI

SCHNEIDER FEED + SEED
80746 774-4905
S PROP DIST 0 TO 9
L W SCHNEIDER OWNER
2047 DOG, CAT, AND OTHER PET FOOD
2048 PREPARED FEEDS, NEC

PITKIN

ASPEN

ASPEN DAIRY
334 E BLEEKER 81611 925-7377
0 TO 9
2026 FLUID MILK

DELICE PASTRY SHOP
411 E HYMAN 81611 924-7244
CORP EST-1958 LOC 0 TO 9
W HUBER PRES
P O BOX 332 ASPEN 81611
2051 BREAD, CAKE, AND RELATED PRODUCTS

P W HEPARA INC
HWY 82 - WOODY CREEK 81611 925-2770
CORP EST-1952 LOC 0 TO 9
CARL BAKER MGR
PO BOX 3263 ASPEN 81611
3273 READY-MIXED CONCRETE

JOE'S CABINET SHOP
WILLIAMS ADDITION 81611 925-7324
S PROP EST-1955 COUNTY 0 TO 9
J J AMPSBURY OWNER
PO BOX 248 ASPEN 81611
2431 MILLWORK

LITTLE CLIFF'S BAKERY
121 S GALENA 81611 925-3722
S PROP EST-1962 LOC 0 TO 9
W R LITTLE OWNER
PO BOX 266 ASPEN 81611
2051 BREAD, CAKE, AND RELATED PRODUCTS

MOUNTAIN STATES COMMUNICATIONS INC
310 E MAIN 81611 925-3414
CORP EST-1881 NTL 20 TO 49
W R DUNAWAY PRES
S LUM AD MGR
P O BOX E ASPEN 81611
2711 NEWSPAPERS

PRINTED IN ASPEN
310 E MAIN 81611 925-1667
S PROP EST-1968 LOC 0 TO 9
FRITZ STAMMBERGER OWNER
PO BOX 1201 ASPEN 81611
2752 COMMERCIAL PRINTING, LITHOGRAPHIC

SOLDNER POTTERY + POTTERY EQUIPMENT
W OF ASPEN 81611 925-3742
S PROP EST-1955 INTL 0 TO 9
P SOLDNER OWNER
BOX 90 ASPEN 81611
3559 SPECIAL INDUSTRY MACHINERY, NEC
3269 POTTERY PRODUCTS, NEC

TOKLAT
12 MI S OF ASPEN 81611 925-7345
PART EST-1949 NTL 0 TO 9
S A MACE PARTNER
P O BOX 239 ASPEN 81611
2099 FOOD PREPARATIONS, NEC
3961 COSTUME JEWELRY

WONDER SHOP
410 E HYMAN AVE 81611 925-7417
CORP EST-1955 NTL 0 TO 9
LISA SANDERSEN PRES
P O BOX 1225 ASPEN 81611
3911 JEWELRY, PRECIOUS METAL

WOODY CREEK

FLOGAUS LUMBER CO
81656 925-3102
CORP EST-1955 REG 20 TO 49
J P FLOGAUS PRES
2421 SAWMILLS AND PLANING MILLS, GENERAL

PROWERS

BRISTOL

NATIONAL ALFALFA DEHYDRATING + MILL CO
81028
0 TO 9
2047 DOG, CAT, AND OTHER PET FOOD
2048 PREPARED FEEDS, NEC

GRANADA

X Y RANCH CO
81041 734-5351
CORP EST-1900 REG 20 TO 49
R JAMESON
P O BOX 37 GRANADA 81041
2048 PREPARED FEEDS, NEC
2047 DOG, CAT, AND OTHER PET FOOD

HARTMAN

NATIONAL ALFALFA DEHYDRATING + MILL CO
RFD 1 81043 336-2185
0 TO 9
2047 DOG, CAT, AND OTHER PET FOOD
2048 PREPARED FEEDS, NEC

SOURCE: *Directory of Colorado Manufacturers, 1974-75*, Business Research Division, College of Business and Administration. University of Colorado

WAGE RATES IN ROCKY FORD, 1971

APPROXIMATE WAGE RATES

		HOURLY WAGE		WEEKLY WAGE		MONTHLY WAGE	
	SEX	L	H	L	H	L	H
Bookkeepers	M			$65.00	$125.00	$300.00	$500.00
	F			65.00	115.00	250.00	450.00
Clerk Typists	F			65.00	75.00	240.00	300.00
Stenographers	F			65.00	115.00	250.00	450.00
Sales Clerks	M			65.00	125.00	300.00	600.00
	F			65.00	75.00	225.00	300.00
Bricklayers		$3.00	$5.00				
Carpenters		2.50	4.00				
Carpenter Helpers		1.60	2.50				
Construction Labor		1.60	2.00				
Cement Finisher		2.50	4.00				
Plasterers		2.25	3.00				
Plumbers		2.75	3.25				
Plumbers Helpers		1.60	2.25				
Common Labor		1.60	1.75				
Truck Drivers		1.60	2.20 or 6-8¢ per running mile or 18 - 20% of the gross income.				
Truck Drivers help		1.60	2.00				
Automobile Mechanics		5.00	6.50				
Body and Fender Mech.			50% of $5.00 hour flat rate?				
Grease & Wash Rack		1.50	2.00				
Janitors		1.60	2.00				
Domestic workers		1.00	1.60				
Cooks		1.50	1.60				
Waitresses		.90	1.10				
Dishwashers		1.10	1.10				
Maids, Hotels & Motels		1.00	1.50				
Can Factory Worker		1.60	1.90				
Sugar Fact. Sta. Wks		1.88	2.35				
Supervisor Foreman		2.35	3.57				
Technicians		2.00	3.57				
Electricians		2.00	3.65				
Journeyman Sheet wkr		1.60	2.75				
Sheet Metal Helper		1.60	2.73				

The above rates do not represent the absolute highs and lows — as there are several employees in the area who work for lower or higher wages than listed above -- depending on abilities, experience, and length of service.

NO UNION WAGE SCALES AVAILABLE

Government Supplies Over $27 Million Otero Income

10-16

How large a part does government play in the financial affairs of Otero County residents?

How much of their personal income comes from governmental agencies--Federal, state and local--via salaries and wages, social security, unemployment insurance, pensions, welfare payments and the like?

According to the latest statistics, a larger portion of personal income comes from such sources than ever before. Locally and elsewhere across the country, the role of government has grown by leaps and bounds in the last few years.

To a large extent it is attributed to the recession, which has led to a great outpouring of public funds in an effort to turn the economy around and assist those who are most seriously affected by it.

In Otero County, it is estimated, based upon an updating of the latest statewide figures, about 33 cents out of each dollar of personal income comes from government sources. In the past year it amounted to approximately $27,060,000 after taxes.

Of the 33 cents, it is calculated, some 20 cents is from the Federal government and 13 cents from the state and local governments.

The range, in other parts of the country, is from a low of 22 cents, in Connecticut, to a high of 62 cents in the District of Columbia, where there is a high concentration of Federal employees. Nationally, the average is 29 cents.

The findings are based upon reports from the Department of Commerce, the Tax Foundation and others.

During the past year, the figures show, some $345 billion was disbursed to individuals in the United States by the various levels of government.

Nearly half of it was for pensions, social security, food stamps, health insurance benefits and such, technically called "transfer payments," for which no services were being rendered.

In general, these transfer payments produced about $1 out of every $7 of personal income.

There is considerable concern among economists over the accelerating growth of such expenditures. They note that they are a major element in government budgets and are, according to the Tax Foundation, "relatively uncontrollable."

Source: Rocky Ford Daily Gazette, 10-16-75

Manufacturers in Otero County, 1972

Distribution of Establishments, by Employment Size Class and Major Industry Group, for Counties: 1972

20 Food and kindred products
21 Tobacco manufactures
22 Textile mill products
23 Apparel and other textile products
24 Lumber and wood products
25 Furniture and fixtures
26 Paper and allied products
27 Printing and publishing
28 Chemicals and allied products
29 Petroleum and coal products
30 Rubber and plastics products, n.e.c.
31 Leather and leather products
32 Stone, clay, and glass products
33 Primary metal industries
34 Fabricated metal products
35 Machinery, except electrical
36 Electrical equipment and supplies
37 Transportation equipment
38 Instruments and related products
39 Miscellaneous manufacturing industries
CAO Central administrative offices

State, county, and size class	Establishments, total	Number of establishments by major industry group (see headnote for titles)—																				
		20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	CAO
OTERO COUNTY, TOTAL.	38	20	-	-	1	-	-	-	8	-	1	-	-	1	-	1	4	-	1	-	1	-
1 TO 19 EMPLOYEES	30	15	-	-	-	-	-	-	7	-	1	-	-	1	-	-	4	-	1	-	1	-
20 TO 99 EMPLOYEES.	5	2	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
100 TO 249 EMPLOYEES.	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SOURCE: U.S. Bureau of the Census, Census of Manufacturers, 1972

MANUFACTURERS IN OTERO COUNTY, 1972

TABLE 4. General Statistics for Standard Metropolitan Statistical Areas, Counties, and Selected Cities: 1972 and 1967 -Continue

Standard metropolitan statistical area, county, and city	1972											1967	
	Establishments		All employees		Production workers			Value added by manufacture	Cost of materials	Value of shipments	Capital expenditures, new	All employees	Value added by manufacture
	Total (number)	With 20 employees or more (number)	Number (1,000)	Payroll (million dollars)	Number (1,000)	Man-hours (millions)	Wages (million dollars)	(million dollars)	(million dollars)	(million dollars)	(million dollars)	(1,000)	(million dollars)
COUNTIES--CONTINUED													
GARFIELD E6	15	1	0.1	[illegible]	0.1	0.1	[illegible]	1.6	1.9	3.5		[illegible]	
GILPIN	2	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	
GRAND E2	11	1	.1	.7	.1	.1	.6	1.7	1.2	3.0	.2	.1	
GUNNISON F9	10	-	(Z)	.3	(Z)	.1	.2	.6	.5	1.1	(Z)	(Z)	
HUERFANO E0	6	-	(Z)	.1	(Z)	(Z)	.1	.2	.3	.5	(Z)	(Z)	
JACKSON	3	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	
JEFFERSON	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
KIOWA	2	-	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	
KIT CARSON E5	5	-	(Z)	.1	(Z)	(Z)	.1	.4	.6	.2	(Z)	(Z)	
LAKE E6	2	-	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(Z)	
LA PLATA E3	20	4	.3	2.1	.2	.5	1.4	3.9	3.0	7.0	.1	.3	
LARIMER	134	38	5.5	52.1	3.8	7.2	29.8	105.6	60.0	161.8	4.5	3.9	
LAS ANIMAS E6	13	1	.1	.4	(Z)	.1	.2	.8	.4	1.4	(Z)	.1	
LINCOLN E0	2	-	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	
LOGAN	24	6	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	
MESA	72	16	2.0	17.5	1.5	2.8	8.1	24.0	27.0	50.2	2.6	1.7	
MOFFAT E2	10	2	.1	.6	.1	.1	.4	[illegible]	2.4	3.4	(Z)	.1	
MONTEZUMA E2	32	5	.4	2.7	.4	.7	2.2	6.1	7.7	14.2	.8	.3	
MONTROSE F3	26	1	.2	1.0	.1	.2	.8	1.9	1.7	3.6	.3	.2	
MORGAN	24	8	1.0	7.5	.8	1.9	5.9	23.5	203.3	225.0	.5	.9	
OTERO	38	8	.9	6.5	.8	1.5	4.4	20.9	22.2	44.8	.6	.9	
OURAY E3	1	-	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	
PHILLIPS E7	8	-	(Z)	.2	(Z)	(Z)	.1	.5	.6	1.1	(Z)	(Z)	
PITKIN F6	8	1	.1	.4	.1	.1	.3	1.1	1.1	2.2	.1	.1	
PROWERS E4	15	5	.2	1.4	.1	.3	.8	2.4	3.3	5.7	.1	.2	

Note: The payroll and sales data for small establishments (generally single-unit companies with less than 10 employees) were obtained from administrative records of other government agencies instead of from a census report form. These data were then used in conjunction with industry averages to estimate the balance of the items shown in the table for these small establishments. This technique was also used for a small number of other establishments whose reports were not received at the time the data were tabulated. The following symbols are shown where administrative records data were used and account for 10 percent or more of the figures shown:

E1--10 to 19 percent   E3--30 to 39 percent   E5--50 to 59 percent   E7--70 to 79 percent   E9--90 to 99 percent
E2--20 to 29 percent   E4--40 to 49 percent   E6--60 to 69 percent   E8--80 to 89 percent   E0--100 percent

See appendix B for definitions of Standard Metropolitan Statistical Areas (SMSA) in this State.

- Represents zero.   (NA) Not available.   (D) Withheld to avoid disclosing figures for individual companies.   (Z) Less than half of the unit of measurement shown (under 50 thousand dollars or man-hours, under 50 employees).

[1] This SMSA changed definition for 1972. 1967 data are based on the 1967 definition. See appendix B for change in SMSA definition for 1972.

SOURCE: U.S. Bureau of the Census, Census of Manufacturers, 1972

RETAIL ESTABLISHMENTS IN ROCKY FORD, 1972

County and city	Total									Kind-of-business group			
	All establishments				Establishments with payroll					Building materials, hardware, garden supply, mobile home dealers (all establishments)		General merchandise group stores (all establishments)	
	Number	Sales ($1,000)	Operated by unincorporated businesses[1]: Sole proprietorships (number)	Operated by unincorporated businesses[1]: Partnerships (number)	Number	Sales ($1,000)	Payroll, entire year ($1,000)	Payroll, first quarter 1972 ($1,000)	Paid employees for week including March 12 (number)	Number	Sales ($1,000)	Number	Sales ($1,000)
RO COUNTY	283	40 901	148	28	194	38 850	4 412	1 027	1 117	16	2 514	11	5 827
A JUNTA	137	20 480	68	14	91	19 375	2 2[illegible]1	519	573	7	1 116	5	2 579
OCKY FORD	87	11 417	52	7	62	10 930	1 245	302	336	4	724	2	(D)
EMAINDER OF COUNTY	59	9 004	28	7	41	8 545	876	206	208	5	674	4	(D)

Kind-of-business group—Continued															
Food stores (all establishments)		Automotive dealers (all establishments)		Gasoline service stations (all establishments)		Apparel and accessory stores (all establishments)		Furniture, home furnishings, and equipment stores (all establishments)		Eating and drinking places (all establishments)		Drug stores and proprietary stores (all establishments)		Miscellaneous retail stores (all establishments)	
Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)	Number	Sales ($1,000)
32	11 396	17	8 004	33	2 565	17	1 525	13	2 031	61	2 723	10	1 305	73	3 011
14	5 951	5	(D)	18	1 449	10	797	7	1 541	29	1 397	5	760	37	(D)
11	3 959	8	2 852	6	524	7	(D)	5	(D)	18	908	3	(D)	23	625
7	1 486	4	(D)	9	592	-	(D)	1	(D)	14	418	2	(D)	13	(D)

SOURCE: U.S. BUREAU OF THE CENSUS, Census of Retail Trade, 1972

Otero County Active Market

8-28-75

Otero County proved to be a stronger market than most during the past year, according to a nationwide survey of business activity, just released.

Despite the fact that the country was going through a period of recession and inflation, which affected every corner of the nation, the local economy held up relatively well. Its stability is indicated by its income and spending figures.

The details are contained in the new, copyrighted "Survey of Buying Power," compiled by Sales Management, the marketing publication.

For the Otero County population as a whole, it shows, income was at a high level in the year. The total amount that was available to local residents for discretionary spending, after payment of personal taxes, was $77,678,000, as against the previous year's $73,224,000.

Just what this boiled down to, in terms of the individual family, is indicated by the median income per household, which is the midpoint on the local income scale. It amounted to a net of $7,889.

Although local residents were more restrained in their spending than normally, many of them having difficulty in making both ends meet, the majority were better situated financially and were in the marketplace in sufficient strength to produce a fairly good year for retail merchants.

As a result, stores in the area chalked up gross sales of $43,886,000.

The survey gives each community a rating, based upon the amount of retail business actually done as compared with its estimated full capacity.

This it does via an index of buying power, a weighted figure involving income, population and sales.

Otero County's index rating is .0087, which means that it is believed capable of producing that percentage of nation's retail business.

Because it accounted for less than that in the year, .0079 percent, it is concluded that a considerable amount of local buying potential has not yet been realized.

SOURCE: Rocky Ford Daily Gazette, 8-28-75

More In Otero Self-Employed

The spirit of individual enterprise continues to flourish in Otero County, judging from the number of local residents who start up new businesses each year.

Despite the hazards involved in launching a business, many are doing so these days. Some of them, desirous of being on their own, are giving up their jobs and the security of a weekly paycheck to make the move.

Others, who have been out of work for some time because of the depressed economy, are taking the step in the hope of improving their situation.

These entrepreneurs combine whatever they have in the way of savings and whatever they can borrow and make the big move. Some of them buy existing businesses and others start brand new ones.

More than half of them get into retail operations or franchises of some sort. Grocery stores and restaurants are most popular, followed by a variety of service businesses. The chief requirements are small initial investment and low overhead.

According to the latest Commerce Department statistics, there are some 1,000 residents of Otero County who are making their living from their own businesses or professions.

They are the storekeepers, the doctors, the farmers, the contractors, the gas station owners and such.

Being self-employed, they no longer have such problems as getting and holding a job. Instead they have other problems--meeting the monthly rent bill, labor costs, supplies, sales volume and competition.

Based upon the most recent figures, approximately 12.9% of the local working population are self-employed. The proportion is well above that in many areas of the country.

Throughout the U.S., 7.7% are in business for themselves and, in the Mountain States, 9.3%.

Government lists several ingredients for a new business to succeed. The first is money. There should be enough of a cushion or reserve fund to carry on for a considerable time, since few of them are profitable in the early stages. In addition there must be a knowledge of the business, a willingness to work hard and the ability to avoid serious mistakes.

SOURCE: Rocky Ford Daily Gazette, 11-24-75

New Equipment Added at Sugar Factory

BY MARK VANCE

In addition to their regular duties of manufacturing and shipping of liquid sugar for use as far away as Denver and Hutchison, Kan., full time crews -- about 66 employes -- at American Crystal Sugar Co. in Rocky Ford have been busy this summer making several new and impressive additions to that plant.

Opening of sugar campaign is tentatively set for Sept. 29. At that time American Crystal operations get into full swing. Approximately 400 additional workers will be hired. Installation of new equipment will be completed in time for campaign activities.

"Our biggest addition came with installation of two new pans," commented Leland Scott, plant master mechanic. New pans were received around Christmas time from an American Crystal mill in Montezuma, Calif. Installation began in March.

Pans, weighing 27 tons each, are used in sugar-making process to boil sugar solution under vacuum at very low temperature forming crystals.

Capacity of pans is 1500 cu. ft. each altho Scott explains they are never filled to capacity to prevent unnecessary wear.

Propeller shaft circulates the sugar solution to bottom of pans where it flows up thru a steam heated honeycomb jacket. Scott says entire 1200-1300 cu. ft. of sugar solution is circulated in about seven minutes.

From the pans some of the sugar mix will flow into another new addition, a crystalizer. New crystalizer was installed for processing of raw sugar, one of three grades produced at the plant.

Having boiled in the pans for a prescribed amount of time, the solution goes to the crystalizer which enlarges the crystals suspended in the sugar solution.

Yet another addition to the plant was a new Steffan's coil which helps keep the plant's mixers at a constant temperature.

Final addition was an intercom system.

"The network is a first at the plant," Scott said. New setup will allow supervisors or other authorized personnel to communicate with each other about problems which might develop without leaving their areas.

There are 13 new stations, installation of which is being supervised by Fred Fleischacker of Rocky Ford, plant electrician.

"The new installations throughout the plant will enable operations to function more efficiently," Scott said.

SOURCE: Rocky Ford Daily Gazette, 9-3-75

State and Local Retail Sales Up

Colorado retail sales for the first quarter of 1975 showed a 5.1 percent increase over the same period in 1974, according to a report by the Business Research Division of the University of Colorado. Otero county showed an increase of 3.5 percent.

Retail sales based on sales tax collections reached $3.46 million during January, February and March of this year; for the same period a year ago, sales were $3.29 million.

Of 63 Colorado counties, 47 reported sales increases and 16 had decreases. The largest increase was Saguache county with 143 percent; other large increases were reported by Mineral County, 57.7 percent; Ouray county, 51.1 percent, and Summit, 46 percent.

	OTERO		
Type of Business	1975	1974	Percent Change
Building Material	$ 1,642	$ 1,414	16.1%
General Merchandise	1,438	1,768	-18.7
Food Stores	3,501	3,524	- 0.7
Automotive	3,176	3,050	4.1
Apparel & Accessory	885	851	4.0
Furniture	619	662	- 6.5
Eating & Drinking	675	647	4.3
Miscellaneous	2,053	1,989	3.2
Total Retail Trade	$ 13,989	$ 13,905	0.6
Fin., Ins., & R. Est.	4	4	0.0
Hotels & Lodging	298	333	-10.5
Other Services	839	1,262	-33.5
Total Services	$ 1,141	$ 1,599	-28.6
Wholesale Trade	1,359	1,621	-16.2
Agriculture	149	123	21.1
Mining	-	-	-
Contract Construction	416	448	- 7.1
Manufacturing	1,371	813	68.6
Trans., Comm. & P. Util.	3,407	2,593	31.4
Government	0	0	0.0
Nonclassifiable	12	-	-
Total Other Industries	$ 6,714	$ 5,598	19.9
TOTAL ALL INDUSTRIES	$ 21,844	$ 21,102	3.5%

SOURCE: Rocky Ford Daily Gazette, 6-26-75

Back-To-Rural Trend Continues

Only a few years ago, many Colorado people were moving from rural areas to cities. But now there's a movement back to smalltown and country living.

The turnaround started about 1970. It seems to be gaining momentum across the country and could bring about significant changes in the pattern of population and lifestyle over coming decades. In 1970, Colorado's nonmetro population was 613,000. By 1973, it had risen to 666,000, an increase of 8.7 percent.

Nationwide, the increase in nonmetro population was 4.2 percent, compared with a rise of only 2.9 percent in metro areas during the period. An average of more than 350,000 people are believed to be moving back to rural areas each year, compared with annual losses of about 300,000 in the 1960's.

What does the population shift mean? For one thing, the experts don't think the nation is dismantling its system of cities. But, except for Boston, all of the largest U.S. metro areas have had major slowdowns in growth. The eight largest areas, which contain a fourth of the total U.S. population, grew by less than one-third the national growth rate in the 1960's.

The population turnaround follows three decades during which about a million persons per year left rural areas for the cities. The current shift back to rural America is not yet fully understood, but is believed to stem largely from a feeling that smaller communities offer an escape from the social and environmental problems that affect many metropolitan centers.

At the same time, rural communities are doing much on their own to make smalltown life more attractive. They are improving local facilities and services, using local resources and federal assistance via several pieces of rural development legislation, including the Rural Development Act of 1972.

Rural community self-improvement also is including a major and highly successful effort to attract business and industrial investment. Thus, one of the main things pulling people back to rural areas is more jobs. During 1970-75, they increased at a rate nearly twice that in urban areas — 2.6 percent compared with 1.4 percent. Until the economic slowdown began in early 1974, nonmetro manufacturing jobs had gained by 820,000, or 16.5 percent, in a little less than 3 years. Because of the recession, metro manufacturing jobs dropped 1,420,000 during 1970-75. In nonmetro areas, the loss was 113,000 jobs.

Along with more jobs, smalltown America can expect a return of the retail and consumer service enterprises that went out of business after World War II. In towns of 2,500 or fewer people, nearly a third of such firms stopped operating during 1950-70.

Now that the nation is pulling out of the slowdown, the rural job market is expected to recover, possibly more rapidly than in the metro sector. Farm prosperity from an anticipated record crop and a strong export market will tend to boost rural business activity.

Another encouraging aspect of rural employment is that the number of farm people working in nonfarm jobs has reached an all-time high and probably will go higher. One of each three farm family members, 14 years and older, is now in non-agricultural employment more than in farm work. This, of course, helps keep youth in rural areas, adding a plus, and gives farm families helpful off-farm income.

Such work is contributing to the leveling off of migration from the farm population. The decline is now the lowest in 40 years, and outmigration of farm residents during 1970-74 was only about 143,000 a year, the least since the 1930's and down about three-fourths from the average loss of 594,000 a year during 1965-70.

SOURCE: Rocky Ford Daily Gazette, 9-17-75

Rotarians Told

Valley Will Grow

There are going to be 3000 more households in Otero county by the year 2000, 547 of them in Rocky Ford, predicted Doyle Davidson, executive director of the Otero Economic Development Commission, to Rocky Ford Rotarians at their noon meeting Tuesday. "It stands to reason, then, that we're going to need 3000 more jobs at least," he said. Davidson said he drew on studies by Black & Veatch for the Southeastern Colorado Water Conservancy District on growth in the Arkansas Valley, during next 25 years.

Davidson explained that a general rule of thumb is that 100 new manufacturing jobs generate an additional 68 service and retail jobs. So, he figures, Otero county will need 72 new manufacturing-type jobs each year between now and 2000 to provide jobs for the increased population.

This, he says, is where the OEDC comes in. Formed two years ago by the city of La Junta and the LJ Chamber of Commerce as an industrial development program for La Junta, it was expanded to include the entire county last year when Otero county commissioners chipped in to help finance it with revenue sharing funds.

Present commission, made up of seven members, is heavily weighted towards La Junta, Davidson admitted, but if county commissioners agree to take over entire funding next year, the commission will be restructured to provide equal representation thruout the county. Davidson noted that a 20 member advisory board is currently composed of persons from all over the county. He reported that Earl Brubaker, Rocky Ford's current representative on the commission (appointed by county commissioners), is chairman of committee to draw up proposed restructuring.

Davidson said that the main purposes of the commission at present are: to continue searching for new industries, printing county-wide brochure, compiling and maintaining county data, including economic overviews, encouraging current industries to remain and expand, encouraging new retail and service businesses, and helping communities get state and federal loans and grants for civic purposes.

Davidson pointed out that land, historically dependable labor, and clean air and sunshine are assets the county has to offer. In response to a question about water, Davidson said he felt the county would have adequate supplies for all but the heaviest users if Valley communities elected to go ahead with the water pipeline part of the Fryingpan-Arkansas project.

Dr. Roy McKittrick pointed out that growth may not be all that desirable for agricultural areas like ours because "people have got to eat something, and we don't need to take any more farm land out of production."

In response to another question, Davidson said he felt, altho Otero county now has higher than average taxes, that the increased taxing necessary to fund the Otero Economic Development Commission from county general fund would not necessarily scare off industry.

Visiting Rotarians included Ted Cady, Dave Kuebbler and Ken Heerschap, all of La Junta, and Charles Neale, of Junction City, Kan. Guests were Mark Swanson, Fred Moon, Carrill McEathron, B. W. Crawford, and Bob Wilson.

SOURCE: Rocky Ford Daily Gazette, 8-6-75

NEW OTERO DEVELOPMENT COMMISSION ESTABLISHED

The Otero Economic Development Commission is set up to promote the economic and industrial potentials of Otero County on a cooperative countywide basis. Working on the theory that what helps one part of the county also helps all parts of the county, the Commission directs its efforts along any avenue that will further stabilize or enlarge the economic base of any of the six key areas of Otero County. Although the efforts of the Commission are first geared to attracting new, clean and stable industry to any one of the three designated industrial parks in the county, activities are also charted for retail, wholesale and commercial development and expansion. Their full program of work also encompasses working for better transportation, expansion of industries already located in the area, promoting movie making, assistance in obtaining grants and loans, financing information, labor surveys, obtaining statistical data and any other activity that directly or indirectly affects economic development. The Otero Economic Development Commission is composed of seven members that are picked on a countywide basis to represent all sections of this 1,267 square mile area that is traversed by the Arkansas River and transcontinental Highway 50. The Commission meets once a month on a regular basis to review the activities underway and to further change the schedule for the betterment of the entire program. In addition to the Commission there is the Advisory Board to the Commission that is composed of twenty members. The Advisory Board, like the Commission, has representation from all parts of the county. This is the "grass roots" body that brings ideas from the local community to the Commission which is the governing body. This is also the same body that will sell the decisions of the Commission to the local residents so that there is a constant avenue of communications. Through these two bodies complete cooperation on a united front for economic expansion can be shown to the public. Each one of these 27 members of the Commission and Advisory Board is a traveling ambassador for Otero County. Such a cooperative effort also gives the industrial prospect a choice of communities rather than to tie him down to one area as is true with development groups that represent only one municipality. All common ties are within easy reach of one another and together they will show a larger resource area. Prior to going on a county basis, the economic development program was designed for La Junta only and was being financed entirely by the City of La Junta and the La Junta Chamber of Commerce. To date, the efforts of the organization have been successful in securing a $320,000 grant for upgrading an industrial park railroad, securing an $82,000 grant to build a sewer line for a new, small packing plant, assisted in bringing three new industries into Otero County, helped bring in two complete movie filmings, assisted in locating two new retail outlets, worked on one local plant expansion, and assisted in many other projects including highway construction projects. A brand new countywide brochure is in the process of being printed that will advertise Otero County as a whole as a location for new industrial ventures. The Commission also works very closely with the Colorado Division of Commerce and Development since it can offer a county wide segment rather than to have six different areas competing with one another within the county.

MINERALS AND CROPS ARE UP IN 1974; LIVESTOCK RECEIPTS ARE DOWN

The total value of Colorado's mineral output in 1974 was $698 million, according to figures released by the state Division of Mines. This was 11.4% above the 1973 total. Cash receipts from farm marketings, according to preliminary estimates of the Colorado Crop and Livestock Reporting Service, were $2,050.7 million, down $52.3 million (2.5%) from 1973.

Livestock and livestock products, which account for 70% of cash receipts in the state, were down 10% from 1973's record high. This was enough to offset the 22% increase in crop receipts, to an estimated $612 million. All major crops except potatoes and some vegetables experienced higher prices, and significant increases in the acreage of sugar beets, wheat, oats, and potatoes were harvested.

The value of the state's metal mines was up 37% to $218 million, and mineral fuels were up 5% to $406 million. Non-metallic minerals, hit by the construction slowdown in sand and gravel and by the closing of a flourspar mine, were down 9% to $74 million. Crude oil, molybdenum, and coal were the state's leading mineral products in 1974.

OEDC Present Budget Request

If the Otero County Commissioners agree to fund the Otero Economic Development Commission next year it will require okay from the State Tax Commission. For the county operates under a state-imposed ceiling and the county is already at the ceiling.

Members of the OEDC told the county commissioners Tuesday that they would personally appear before the state regulatory body to get approval of an increase of the one mill in extra taxes needed to fund the proposed OEDC budget.

The proposed budget was submitted to the county commissoners at a special meeting Tuesday. It called for $45,000 spending in 1976, all to come from a county tax levy. This would be an increase of $17,000 over 1975.

+ + +

The budget for the current year comes from three sources. The county commissioners allocated $10,000 in revenue sharing money. The city of La Junta put up $9,000 and the La Junta Chamber of Commerce put up $9,000. Quarters were provided by the La Junta chamber. But the thrust has been county-wide — not solely La Junta.

The search for new industry has always ranked high in everyone's priorities. The rub has always come when it came to footing the bill.

It was started as a La Junta project, with Doyle Davidson hired as executive director. In its original form the executive director was to wear two hats. He was to spend most of his time searching for new industry. But in addition he was to perform routine tasks as manager of the chamber of commerce.

The funding of the budget was a 50-50 deal. City Council put up $10,000 of light plant revenue and the chamber of commerce put up $10,000.

During the next three years it was never known just who was providing the purse. The city council decided they didn't want chamber participation and told the chamber to tkeep their money.

Then the city council (prodded by declining electric profits) decided to junk the program. The chamber rode to the rescue and again offered to chip in.

That was when the program was extended. Mayor C. B. Kurtz sounded out leaders in other cities and discovered wide support for a county-wide program. The result was setting up a county-wide organization and the use of revenue sharing money to supplement the La Junta funds. That took care of 1975.

But budget making time for 1976 is rapidly nearing. That was why the OEDC asked the commissioners to take over full support of the program for 1976.

The commissioners didn't give an answer "Yes" or "no" Tuesday. But the administrative assistant was told to study the impact the appropriation had on next year's budget.

Proposed Budget

Proposed Budget for the Operation of the Otero Economic Development Commission for the Period January 1, 1976 to December 31, 1976.

Salaries		$23,064.00
Executive Director	$18,264	
Secretary	4,800	
Employeers FICA		1,350.00
Health Insurance		960.00
Auto Rental		3,000.00
Publications & Supplies		1,000.00
Travel		6,000.00
Telephone		1,000.00
Career Development		400.00
Postage		720.00
Rent		2,000.00
Printing		1,000.00
Projects		2,000.00
Office Equipment		2,000,00
Directors Expense		500.00
		$44,994.00

Salaries: Self explanatory

Employers FICA: This is the employers share of the Social Security taxes for the salaries budgeted.

Health Insurance: Based on a $40.00 per month premium for both the executive officer and the secretary.

Auto Rental: This figure would include full maintenance, license fee, and rental.

Publications & Supplies: This would include stationery, periodical subscriptions, office supplies, etc.

Travel: This would include all meats, travel fares including gasoline for the rental car, convention expenses, etc.

Telephone: Self explanatory.

Career Development: Includes registration for the industrial development institute at their annual seminar at the University of Oklahoma and registration for the American Industrial Development Council.

Postage: Self explanatory

Rent: Self explanatory. Includes utilities.

Printing: This will be used for the printing of statistical data on a county wide basis, printing of special brochures to be sent to specific industrial prospects and also include our share of the United Banks community audit.

Projects: Will include a special good will ambassador trip to Denver, updating the present brochure and surveys that are needed.

Office equipment: The office presently has no equipment at all. Will include two desks, typewriter, file cabinet and office chairs.

Directors Expense: To be used for directors expenses in attending regular meetings of both the Commission and the Advisory Board.

SOURCE: Rocky Ford Daily Gazette, 9-10-75

AS WE SEE IT

Otero Economic Development Commission has asked county commissioners for a $44,994 budget for 1976, to come from county general fund. County commissioners say if they agree to fund OEDC at its requested budget, they'll have to get permission from state tax commission to exceed state-imposed mill levy ceiling.

Details of the OEDC budget were published in Daily Gazette on Wednesday, Sept. 10. A close look shows $35,274 of the total will go for salaries, travel and education allowances, auto renting and other fringe benefits for the OEDC executive director, Doyle Davidson, and his secretary, including a $500 allowance for the executive director to cover his expense of attending regular meetings of OEDC and its advisory board.

As we've said before, we think county-wide cooperation on economic development is a good idea, but we question whether it ought to be funded by already over-burdened property owners. And, it seems to us, adding on to Otero's already high mill levy isn't going to make it any easier to get new business and industry to locate here.

A local businessman and city councilman also pointed out to us that over a period of 10 years the OEDC budget, even if not expanded, would amount to half a million dollars. He suggested that if the county commissioners have that kind of money, it could be better spent on helping municipalities, existing business, industry and agriculture. Or maybe even giving property owners a little relief, instead of added burden.

Whatever your feelings, we suggest you let the county commissioners know how you feel.

--J. R. Thompson

SOURCE: Rocky Ford Daily Gazette, Editorial, 9-16-75

SUMMARY OF A SERIES OF "SIXTY MINUTE MEETINGS" SPONSORED BY THE ROCKY FORD CHAMBER OF COMMERCE TO OBTAIN CITIZEN INPUT IN DETERMINING ROCKY FORD'S NEEDS IN THE FUTURE

PRIORITY OBJECTIVES & RATING ANALYSIS

Participants' Priority Rating	Emerging Priority Obj.
1	Future Industrial Development.
2	Development of Present Business & improvement of business district.
3	Civic Improvement and Beautification.
4	Publicizing Rocky Ford
5	Housing
6	Health
7	Youth
None Assigned	Education
None Assigned	Population Growth/water
10	Cooperation and/or Collaboration with La Junta.

SOURCE: The Sixty Minute Meetings: Emerging Priorities Survey, Rocky Ford Chamber of Commerce, 1973

Future Industrial Development

Comments and Opinions of Attendees:

Should encourage smaller industries and concentrate on this type of industrial growth.

Population not great enough to support new businesses, until we grow through expansion of present industries and businesses.

Encourage development with Chambers help.

Bring in industry suitable to our area. Not large complexes, due to labor shortage, but a small important industry would be more realistic. This would fit-in with our labor force and housing conditions.

Should not include the large industries, new industries and businesses will come if current businesses thrive and expand. The labor force will come if the work is here.

With expansion of present industry and business new industry will be attracted.

To promote new industry in Rocky Ford our money (advertising, contact, etc.) should be spent regionally, not nationally. The front range around the Springs has so many problems that many industries may consider moving. Many of these could be contacted and interested in moving into this area.

I just don't think Rocky Ford should become a large industrial complex.

I think the livestock feeding industry fits into our area like a glove - with what we already have. We should try to make the business climate favorable for industries moving in.

New industry should be agriculture oriented.

New industry which require a minimum amount of water, and non-polluting.

Industry needed here to keep the youth here, providing jobs for them and returning service men and college graduates.

New industry in Rocky Ford would help to raise the standards of living, and in turn help to beautify Rocky Ford.

Need small bread & butter industry employing 25-30 employees; otherwise, impact is too great on the community.

Small industry with an influx of less people would not overcrowd present school system.

Need industry where low income people can be trained.

Packing plant industry would fit ideally here and an electronic component plant.

Need ample and better water supply for needs of new industries.

Interesting new industry, promote local business services & completness, available airports, churches, shopping centers, schools, recreational facilities, etc.

New industries will help keep young people and young families in town.

Will help in tax base, which in turn will help improve school district.

No advantage to new industry.

Bring in industry with work of a steady nature, not seasonal and with wage scales above minimum wage.

In considering new industry think about growth of city when deciding.

Higher paying jobs are needed offering chance of advancement.

Industry brought in should be selected carefully with these points in mind:

1- Vitalize people already here
2- Consideration of water available
3- Polluting potential of the prospective business.
4- It should be related to this area (agriculture)

Several small industries preferable to one large one.

More families here would attract more industry, and more professional people.

A self pride in the town is needed to attract industry.

When we give financial support to new industries, reimbursement would come in the form of added business.

New industry should be other than agriculture oriented. It would give town something to fall back on in event of adverse conditions in agricultural sector.

We need jobs to keep people, and along with this we need adequate housing and utilities to take care of people. New industry should be on a limited basis in consideration of these factors.

I feel industry will flow this way and we must take care not to over develop - keep our small town and take care also to keep in mind the type of industry wanted.

Developing of Present Business and Improvement of Business District

COMMENTS & OPINIONS OF ATTENDEES:

Attention should be given to encouraging the communities present industries.

Business District:

Not impressive, general appearance poor.
Better than most towns our size.
Compares well with other towns in the valley.
Each business should keep up it's own appearance.

Needs something different and original to attract consumers.

Need to plan for additional parking.

In past 5-6 years has improved 100%.

Improve what we now have and encourage farmers to expand so there will be more year round work for workers (migrants) who come to work here.

Continue to give support to the most important industry this valley has - agriculture.

Growth and development of what is already here should not be placed second to new industrial development.

Work with industry and agriculture that is already here to help expand labor force.

There are small businesses here that could handle small franchises by expanding. Some of the present businesses could produce more and employ more people. I think they go hand in hand present industry expanding and new business. Agriculture should be encouraged to expand.

Support businesses we have.

Retention of businesses we have and developing better communication with them.

Make people aware of industries that are already in Rocky Ford.

Take students through different types of businesses that have something to offer besides clarking. maybe some training with the business person.

Why not establish a loan program for existing business (to assist in growth).

Changes which should be made in business district:

1- more variety
2- comparable to La Junta
3- Businesses need to be more personable.
4- need to be more progressive
5- none. main street is terrific.

A mall is needed for downtown Rocky Ford.

Downtown needs a better beautification program.

New industrial development is important, but also we should be appreciative and helpful in every way we can to those businesses we have. Many of these businesses have kept Rocky Ford going for a good many years, contributing both financially and in many other ways. Encourage people to shop at home.

Rocky Ford business people should be aware of their need to compete with Pueblo and Colorado Springs, because of modern day transportation.

Civic Improvement & Beautification

COMMENTS & OPINIONS OF ATTENDEES:

Could certainly improve the impression made on the tourist when he comes in from the East or West.

Could do away with "eye pollution" -junky streets, broken down signs, junky cars.

Impress on individual need for improvement.

Volunteer action on the part of the community will do a lot; thus, money can be spent on other things.

We stand second to Swink in appeal to tourists and others going thru. The Westbound traffic is probably not hit as hard as the Eastbound. This may encourage people coming from the West to go on elsewhere.

It may not be a major problem but we could encourage people to plant flowers and clean up, so as to give the impression we take pride in Rocky Ford. It is a challange.

New industry would help in the beautification process of Rocky Ford by raising standards of living.

Raise the standard of living for everyone and give them pride in their town. This will bring about an over all clean up and beautification of Rocky Ford.

Coming in from any direction Rocky Ford is pretty sad. Need a cooperative attitude to correct this situation by the individual & businesses, with city government to enforce city regulations regarding vacant lots, businesses, homes, etc.

General opinion at one meeting (8 people in attendance) is that Rocky Ford has improved in some areas but that there is much room for improvement. In order to interest more industry and residents to locate in Rocky Ford that is essential that we CLEAN UP.

Bicentennial and Centennial committees should address themselves to beautification and appearance improvement.

Concentrate on cleaning-up roads, streets, houses & especially alleys.

Cultural aspects should be improved and new ones instituted.

Improve entrances to city & do away with empty run-down buildings.

Need total involvement of the community.

Much work is needed to be done in area of civic improvement and beautification.

Dump hours need to be changed.

Need dead trees removed and replaced.

Enforce laws throughout town not only in selective areas.

Everyone should & could plant flowers.

People should have pride in community and themselves.

Students interviewed felt that majority of students are not proud to live in Rocky Ford. Major complaint is that there is nothing to do (recreational) and have to go out-of-town.

Nothing here to be proud of or excited about was students general opinion.

Clean-up old junkcars laying around and tow away if necessary.

Residential area seems to be falling apart. It needs sprucing up, and in some cases just paint.

New zoning laws may help in area of civic improvement & beautification.

Improvements should be planned, especially by the city. Everyone in the community should be involved though.

A self-pride in the town is needed to attract industry.

Downtown needs a better beautification program.

An overall beautification of Rocky Ford, with possible re-zoning and clean-up of Elm and Swink as well as new faces on some buildings.

Cultural enrichment in Rocky Ford is needed.

There are a lot of sidewalks in the city that need repairing. most alleys need sanding.

Streets need to be better marked.

Trees on Highway 50 East and between the two highways need trimming badly.

Every person in Rocky Ford needs to take pride in their homes and yards and sell themselves on what we have in Rocky Ford, so that we in turn can all really sell Rocky Ford.

Publicizing Rocky Ford

COMMENTS & OPINIONS OF ATTENDEES:

Encourage people to settle here by selling leisure aspects.

Advertise Rocky Ford with stickers on cantaloupes grown and shipped from here.

What kind of advertising would we do? Someplace in the records of the U.S. Chamber of Commerce records would show what kind of advertising would be suffessful for a town like Rocky Ford.

Would we benefit from an investment in advertising.

None has been done in the past, at least not by the Chamber of Commerce.

If we took the money for advertising and instead promoted Watermelon Day in Denver, maybe bring in busloads of people, this would be more beneficial in terms of dollars spent than some guy from New York staying overnight.

Split advertising. Half for local and half split between regional and national. Stimulate community pride. Tell what certain businesses do and about people that run them. Use words of mouth advertiding from local people when they are out of town.

Money for advertising should be directed at promoting new industry.

Working with transient farm workers, I feel industry would encourage people to stay. This would give year round work. I think local advertising would help, as these people are ignorent of the history of Rocky Ford, it's industry and the people. Advertising in this direction would help these people.

Publicity would have to be handled cautiously.

Widespread use of brochures to advertise Rocky Ford.

Don't use a lot of money to publicize Rocky Ford. more important are personal attitudes of the people toward their city. Concentrate on this.

Best publicity for Rocky Ford is to sell each business individually.

Cost of advertising is too high. Best salesman for a community are the ones sold on it.

Use of a free coffee stop.

Advertise in other area newspapers during August and Sept. that watermelons are ripe. Do this state-wide.

Put up a sign designating how many miles to Rocky Ford & advertising melons and cantaloupes.

Have stickers made to be placed on melons and cantalouped stating "Rocky Ford Grown".

Advertise more the oldest continuous fair and other attractions & interests.

Most important is having a truthful campaign in publicizing Rocky Ford. Making promises that can not be fulfilled is a detriment and serves no worthwhile purpose.

In publicizing Rocky Ford comparison's should be made with large cities - the cost of living here, the cost of owning a home here, the cost of doing business here, etc. Show the advantage of a smaller community. Though we are well known for our melons and cantaloupes this should not be our only source of publicity.

The merchants can be our best source of advertisement by making visitors feel more welcome by taking a little time and making a special effort in talking to them.

Serve Watermelons and Cantaloupes along the highway.

Housing

COMMENTS AND OPINIONS OF ATTENDEES:

Housing would have to come if an industry came in that brought more people. Would need contractors, and their workers would bring in more people.

New housing is needed because new industry looks at this aspect of a town when locating itself.

Development of trailor parks
more rental housing
need more new homes.
need senior citizen housing.

Health

COMMENTS AND OPINIONS OF ATTENDEES:

Health facilities is a major factor considered when business considers locating in a town or city.

Bring in more doctors for better and expanded health care.

Need expanded hospital programs and adequate clinical facilities to attract young doctors.

Older people coming to Rocky Ford for retirement increases need for new doctors.

If new doctors are not brought in to Rocky Ford our hospital will suffer.

More families here would attract more industry and more professional people.

Youth

COMMENTS AND ATTITUDES OF ATTENDEES:

Help keep young people here by making opportunities available Local businesses can do more than they have.

New Industries will help in the employment of teenagers.

College educated youth are over-educated for available jobs around town.

Young people will stay with high paying jobs which have job advancement opportunities.

Young people attending meeting were all in favor of controlled growth-they liked living in a small town, but for job opportunities they felt they would have to move to a larger city.

Job areas young people attending meeting were interested in:

Agricultural related
Veterinary
Journalism
Social worker
teaching
Electronics
Business Management

Retention of young people is a high priority of the youths attending meeting.

Take students through different types of businesses that have something to offer besides clerking. Maybe some training with the business person.

Students pointed out that you never become or are looked upon as as adult, and that your always a youth to the people who have seen you grow up, or that even as an adult your identified as, your Joe Smith's boy or Mary Brown's daughter.

Students interviewed felt that majority of students are not proud to live in Rocky Ford. Major complaint that there is nothing to do (recreational) and have to go out-of-town.

Nothing here to be proud of or excited about was students' general opinion.

Young people need something to do.

Jobs available to youth are low salaried, because they are young, businesses feel they shouldn't be paid same as an older worker even if the youth is doing as good a job or better than older employee.

Education

COMMENTS & OPINIONS OF ATTENDEES.

Improvements of school district will be aided by new industries locating in Rocky Ford.

Distributive Education program is doing a good job, if student makes it known what type of job they are interested in.

Improve our educational system and lay the background for new industry.

Small industry with an influx of less people would not overcrowd present school system.

Rocky Ford could handle a growth rate of:

1-up to 20% growth in students without trouble.

General opinion at one meeting was that new industry would have an effect on school system. Without it, enrollment would remain same or drop.

Population Growth / Water

COMMENTS & OPINIONS OF ATTENDEES:

Maintain urban style of living. Keep our easy pace.

Rate of development should be one of slow, gradual growth.

Rocky Ford could handle a growth rate of:

1-about 5% /year
2-2 families per month (average 4 in family)
3-24 families per year
4-up to 20% growth in students without trouble.

At one meeting the participants agreed on an overall growth of population from 10,000-12,000.

More families here would attract more industry and more professional people.

I feel that any small town that has failed to grow in population in the last ten years is going backwards. This does not mean we need great rapid growth and double population in ten years, but I feel Rocky Ford could grow to a population of 6,000 to 8,000 and still retain it's atmosphere and small town idea for families.

Water

COMMENTS AND OPINIONS OF ATTENDEES:

Need ample and better water supply for needs of industry and citizenry.

Industry brought in should be selected carefully with these following points in mind:

1 - Consideration of water available
2 - Polluting potential of the prospective business.

Improvement in water and water supply needed.

Cooperation and/or Collaboration with La Junta

COMMENTS AND OPINIONS OF ATTENDEES:

Employment should be developed here, for then people would live here. If people work in La Junta they'll live there.

We would be better off to go after our own industry. Since La Junta is bigger it would be impractical to try to divide up housing taxes. They would get the industry and we would get the "crumbs off the table."

Should spend our time and money promoting industry in Rocky Ford. We will get some benefit from anything in La Junta.

Rocky Ford needs to work with La Junta in order to cover the whole territory. Aim is not to duplicate but to help each other.

Perhaps experts in one field could work under one manager, thus giving each community the full benefit of each.

PRIORITY OBJECTIVES: FIVE YEAR PLAN

FUTURE INDUSTRIAL DEVELOPMENT

OBJECTIVES:

1. Guidelines for dealing with prospective new industry and business are to be established by committee.

2. Guidelines for evaluation of prospective new businesses and industry are to be established by committee.

3. Create a minimum of 50 new jobs per year (minimum total of 25 in 5 years) in all economic areas - i.e. Business, Farming, Industry, Ranching, and Agriculture.

4. Develop a yearly budget to accomplish this goal.

5. Develop an Industrial Brochure to help visually sell Rocky Ford.

6. Campaign to attract new industry and farm and ranching related industry to Rocky Ford will be conducted first in region, second throughout state of Colorado, and finally nationwide.

7. Small, light industry will be the primary goal. All new industrial companies will be of a clean basically pollution free nature.

8. Contact with potential new business and industry will be made primarily by Chamber Management and Industrial Committee. This committee will function for the communities best interests and act as an advisory board to the Chamber's Board of Directors. The committee will work with Chamber Manager to follow new industrial leads.

9. Chamber management and committee will work directly with State Department of Commerce.

10. Committee will select at least five industrial companies in region, or state to have written contact with each month.

11. National efforts will come with aid of State Department.

12. A community campaign to have all local citizens aid in developing industrial leads will be conducted on a continuous basis.

13. Local, state and national legislation effecting Rocky Ford's potential for industrial growth will be examined and acted upon in a positive manner by the committee.

14. Develop campaign to promote Industrial Park.

SOURCE: Rocky Ford Chamber of Commerce, September, 1973

DEVELOPMENT OF PRESENT BUSINESS
&
IMPROVEMENT OF BUSINESS DISTRICT

OBJECTIVES:

1. Promote expansion of current business.
    - A. Encourage expansion of inventories and product lines.
    - B. Encourage new buildings, remodeling, & etc.
    - C. Work with financial institutions to encourage expansion.
    - D. Explore financial sources in Government Sector.
2. Expansion of parking facilities and maintenance by city.
3. Research the types of businesses necessary to fill gaps in available shopping facilities, with attention to franchise types of operations.
4. Develope plans to assist farm, ranch, and cattle feed businesses to achieve growth objectives. Survey their needs and growth objectives.
5. Establish communications with local industries (Business, Farms, etc.) to appraise them of legislative actions which will affect their operations.
6. Prepare a labor force and wages survey.
7. Investigate possibility of in town shopping mall.
8. Develop study of transportation routes, rates, and service and their affect on business and its ability to effectively compete. Take appropriate action.
9. Promote close school system and business ties to prepare youth for and encourage local careers.

CIVIC IMPROVEMENT & BEAUTIFICATION

OBJECTIVES:

1. Develop a group effort of civic and service clubs in the city for one major project. Possibly on improvements of entrances to the city East and West.
2. Cooperation with the city and county on clean up and repair projects.
    - A. Major equipment use for projects and material.
    - B. Enforcement of city ordinances.
3. Business area improvements.
    - A. Store fronts
    - B. Sidewalks and curbs
    - C. Vacant buildings
    - D. Parking lots for public and employees
4. Gardens in vacant lots.
5. Use of centennial money available for local permanent improvements.
    - A. Library and Museum
    - B. Historical locations and etc.
6. Development of cultural programs.
7. Personal community pride.
8. Encourage home owners to improve or repair homes and maintain property.
9. Highway development and improvements in and around Rocky Ford. Liason with State Highway officials for local highway needs.
10. Expansion of Airport facilities.
11. Maintain liason and cooperate with city, county, and state to expedite pending projects and to develop new projects beneficial to the city and community.

PUBLICIZING ROCKY FORD

OBJECTIVES:

1. Develop a plan to sell Rocky Ford Chamber and its 5 year plan to Rocky Ford ciiizens.
    - A. Ongoing use of newspaper and radio.
    - B. Continuing contact by publicity committee intra-community.
2. Develop a program for state and regional attention to Rocky Ford's:
    - A. Industrial possibilities
    - B. Current Business Climate
    - C. Recreational and tourist attractions
    - D. School
    - E. Health
    - F. Cultural Programs, etc.
3. Establish Highway signs (at entrances East & West of Rocky Ford) and an "Information Center". Signs also at Pueblo and Lamar.
4. Develop new Rocky Ford pamphlets and brochures.
5. Develop new Chamber of Commerce letterhead.
6. Develop a program for merchants and businesses in order to orient them to publicities being conducted on behalf of Rocky Ford.
7. Establishment of a Watermelon Concession for entrance to Rocky Ford to serve free sample slices and to sell Cantaloupes and Watermelon.

HOUSING

OBJECTIVES:

1. Encourage Contractors to explore building possibilities, especially in moderate to average income groups.
2. Encourage Real Estate Brokers to build model homes and to work with Contractors to accomplish community goal of 50 new homes or apartments per year.
3. Work with local financial institutions to develop desire of individual home ownership.
4. Work with city and utilities to develop facilties to accommodate home ownership growth.
5. Communicate with school system and teachers the anticipated growth in student population and classroom needs.
6. Explore building of Federal Housing Projects.
7. Research housing needs.
8. Establish program for building of senior citizen housing.

MEDICAL

OBJECTIVES:

1. Establish a working Medical Committee to meet regularly with members of the Medical Fraternity to determine:
    - A. Medical needs based on projected growth and how best to achieve.
    - B. Availability of qualified personnel and facilities.
    - C. Feasibility of Medical Center, similar to La Junta's out patient.
    - D. Develope and maintain liason with Medical graduate schools to establish communications to help meet our needs and to become knowledgeable as to Medical students' motivation as to where and why he enters private practice.
2. Program of assistance from general public regarding campaign for qualified practitioners, contacting state senator, etc.
3. Determine what is necessary to entice Medical Professionals and establish necessary program of action.
4. This committee is to be conversant with legislation affecting Medical care and services in State and Nation.
5. Develope brochure or booklets aimed at and geared to the Medical Professional, to be used for initial contact purposed (Medical School, Interns, etc.)
6. The Medical Committee should be indoctrinated so as to have expertise in dealing with prospective doctors for setting up practice in Rocky Ford.
7. Establish ongoing lines of communication with County Health Department, Comprehensive Health Planning Board, State Medical Societies, and with State and Federal elected representatives.

YOUTH

OBJECTIVES:

1. Establish a program so that employers will be more aware of the product produced by our local schools, so that they can more realistically consider hiring a high school or Jr. College graduate to fill local vacancies.

2. All citizens should be made aware of how youth feels about its identification.

3. Establish youth's identification with Rocky Ford, its past, present and future to reawaken a sense of pride and desire to participate in programs for future development of Rocky Ford.

4. Survey available youth recreational and cultural facilities and survey youth as to what they feel will be satisfactory.

5. Set up programs to achieve recreation and cultural needs of youth.

6. Establish joint programs between school system, business community and the community at large (to include youth) to make youth aware of available career potentials in Rocky Ford and how to plan and prepare, while still in school, for such careers.

EDUCATION

OBJECTIVES:

1. This committee is to establish programs to more closely work with School Administration, Guidance Sections etc., in order to encourage students to prepare for existing and future local jobs.

2. Keep appraised of State and Federal regulatory action and legislation which will affect R2 School, to determine if effect will be beneficial or otherwise, and take whatever action deemed appropriate.

3. Committee is to establish a program to work with school system, to assist in development of school curriculums which will be adequate to prepare graduates for available local employment careers.

4. Obtain maximum utilization of school programs (i,e., C.A.V.O.C.) by joint school committee development of outside work experience with in school training.

5. Keep appraised of school district developments and programs. Assist in implementation. Appraise program effectiveness in order to determine need to suggest changes.

6. At least one member of this committee to attend all School Board meetings.

7. Maintain liason with all School Principals in order to keep abreast of in school functions, and to be prepared to offer assistance where and when needed.

8. Work with higher educational institutions to meet the demand for management level executives in those areas which industrial expansion will create the need for.

CO-OPERATION BETWEEN ROCKY FORD AND LA JUNTA

OBJECTIVES:

1. Cultivate existing co-operation in areas of:

    A. Agriculture

    B. Ranching

    C. Civic and Club Affairs

2. Develope industrial development, agriculture and ranching programs beneficial to both cities, and entire Arkansas Valley.

    A. Co-operative action to interest industry in large sugar factory at Swink. Building has space, building security, railroads and ideally located halfway between the two cities.

    B. Although each city's industrial seekers must give their city first preference, this should not preclude real and helpful co-operation Example: Rocky Ford has sent industrial prospects to La Junta when we did not have what they wanted. La Junta has taken industrial Prospects to see the Rocky Ford Wool Plant building when La Junta did not have what they wanted.

3. Active support of C.A.V.I.

4. Promotional group of Rocky Ford and La Junta to meet informally at dinners (each pays own way) which can be held alternately in Rocky Ford and La Junta. Each group can tell about their city's current progress and future plans, and show each other current development which has taken place.

    A. These groups can explore future co-operative ventures and recommend to committee areas of mutual interest and benefit to be explored.

    B. At such functions an industrial development committee member from Rocky Ford and La Junta could discuss need for co-operation between the two cities to promote industrial growth and cultural development for benefit of the Valley.

5. Arrange for follow-up meetings with Mayors, Presidents and Managers of Chambers of Commerce, heads of Industrial Committees, etc. (with communication media people present) to endorse and help insure in their cities success of plans of actions developed by this committee and as recommended by promotional groups.

6. Give widest publicity possible to such co-operative efforts thereby showing State of Colorado Commerce & Development Commission that the two cities are co-operating for mutual and Valley wide advantages.

7. Insure continuity and maintenance of co-operative effort in order to develope advantages which would establish political strength in the area.

Davidson Says--

18 Industrial Firms Interested in County

Since Jan. 1 of this year, Otero Economic Development Commission has contacted more than 300 potential industrial prospects in seeking out firms who are planning to move or expand, executive director, Doyle L. Davidson, explained in recent report presented to commission and advisory board members.

Davidson pointed out that from these commission has received 18 responses which are sincere in their interest in Otero County area, and these will be followed up at great length.

Director reviewed 27 different accomplishments attained over past year by OEDC, including printing and distributing new four color borchure advertising Otero County; cooperating with United Banks of Colorado in their printing of county wide community audit listing all information required by industrial prospects in their analysis of community as potential location; working with Pueblo in finding replacement jobs for local residents affected by cutback at PAD.

Much work has been done toward helping AMTRAK get started in their new run thru Otero County from Washington, D.C., to Denver with new service to start in April. Commission has provided information to engineering and construction firms regarding need for additional housing in Otero County; hosted meeting of all water user companies to begin organizing for county wide water needs in forthcoming Arkansas Valley Pipeline; will be meeting with Colorado State Highway Commission soon to present county wide needs for additional highway improvements.

Davidson noted that during past year five movie companies have looked at Otero County as site for filming new productions, and some are still pending. Commission has supported and assisted with proposed plan to build large meat packing plant in Ordway; has cooperated with LAVCOG, SCEDD, Colorado Division of Commerce and Development and other agencies for economic betterment of Otero County and Arkansas Valley; and plans a county wide labor survey in immediate future to attempt to show need for added grants in industrial development.

Commission was instrumental in securing $82,000 grant for city of La Junta to build sewer line to proposed site for construction of new Driscoll Packing Co. facility and was also a key factor in getting $55,000 grant for solar research project at OJC.

Commission has adopted a 15-point program of work for 1976 and set a budget of $44,994 to carry it out. Commission and advisory board members are formulating fund raising campaign to raise money for private sector to keep program going, Davidson said.

Program calls for distribution of county wide brochure; community audit material; prospect solicitation and follow-up; industry recognition week; local industry problems; promotion trip to Denver; agriculture promotion; transportation-promoting four laning of Highway 50; out of state prospecting; continuation of PAD replacement; continuation of movie making prospects; work with other industrial development groups; seeking grant funds; becoming involved in legislative matters; continuing to work with and assist whenever possible, county organizations working for economic development.

SOURCE: Rocky Ford Daily Gazette

The Future of Manufacturing in Rural Areas

In a 1974 publication of the Colorado State University Experiment Station in Fort Collins, entitled Industrial Development in Rural Colorado, the results of a study were presented on manufacturers' attitudes about moving to rural communities. In all, 35 firms which now operate in Colorado were questioned, and the following conclusions were made about the future of manufacturing in rural areas:

1. Specialty foods, wood processing, and textile industries are more likely to locate in rural areas than are other manufacturing businesses;
2. Other manufacturing industries, especially the electronics industry, are more inclined to locate in the Front Range area in Eastern Colorado, although there are some electronics firms on the western slope, mainly in Grand Junction;
3. Government policy changes and the location of public agencies in rural towns, as well as community efforts to attract new industry, could help to bring new businesses into rural areas;
4. Rural growth in the past has been associated with the building of interstate highways, reliable air transportation facilities, location of government facilities, and development of major resources; and
5. Most businesses feel that the minimum size for a rural community needed to attract industry is between 10,000 and 50,000 and none of the 35 businesses surveyed would consider moving to a town with a population of less than 2,500.

The three most important reasons given for locating new businesses in an area were: (1) The supply of workers available, (2) The presence of transportation facilities, and (3) The distance to input materials. The exceptions were food and wood processing businesses who listed 5 major considerations: (1) Available supply of workers; (2) Transportation facilities; (3) Distance to input materials; (4) Distance to customers, and (5) Water supply. These and other locational factors are presented in Table E-31.

Removed by ERIC

SOURCE: Davis, Knapp and Walters, Industrial Development in Rural Colorado, 1974

The location of the community in relation to markets where inputs can be obtained, and to markets were output can be sold, are important for most industries. However, community factors, such as the availability of housing, schools, public facilities, and local attitudes toward business, are also important considerations for many firms. Table E-32 presents the findings of the survey in this area.

Removed by ERIC

SOURCE: Davis, Knapp, and Walters, Industrial Development in Rural Colorado, 1974

Some of the major reasons why firms locate in an area have been summarized in Table E-33:

Removed by ERIC

SOURCE: Davis, Knapp, and Walters, Industrial Development in Rural Colorado, 1974

Finally, the benefits and problems which manufacturers see in moving to a rural area are presented in Table E-34:

Removed by ERIC

SOURCE: Davis, Knapp, and Walters, Industrial Development in Rural Colorado, 1974

FmHA Loans Record High

Nearly $65.5 million were made available for development of rural areas in fiscal year 1975 thru Farmers Home Administration (FmHA) in Colorado, Leo French, state director, said today.

In this most extensive program ever provided to strengthen the economic base and improve the amenities of rural areas, $62.986 million represents 2,392 loans that will be repaid, and $2.494 million was disbursed thru 22 grants in four different programs.

Supervised funding programs of FmHA, a major credit agency of Dept. of Agriculture, comprise four major areas, all of which were at record levels in 1975: farmer programs $20 million, housing, $37.9 million, community facilities, $5.9 million, and business and industry, $12.3 million.

Among major farmer programs, emergency credit for farm operations hurt by natural disaster and for livestockmen in the economic squeeze exceeded $8.4 million, involving 301 loans. There were 355 loans for $5.6 million to finance farm operations and [illegible]27 loans for $6.16 million to buy farmland.

In the housing program over 1560 loans for $33.9 million bought, built or improved individual homes and 19 loans for $3.65 million were made to provide rental apartments.

SOURCE: Rocky Ford Daily Gazette, 9-11-75

EPA Forcing Rocky Ford Water System Improvement

BY BOB EILERS

During the next few months Rocky Ford's city council, with a new mayor and three new faces at the meeting table, will be taking a hard look at preliminary plans of M & I Engineering on an improved water treatment and distribution system for the city.

Council faces a series of National Pollution Discharge Elimination System deadlines set by Environmental Protection Agency. Failure to meet them could result in enforcement actions and stiff fines authorized by the 1972 Water Pollution Control Law.

Inability to meet the requirements in the past put Rocky Ford in poor favor with the EPA and got it in deeper when it became apparent the city could not meet 1976 deadlines established a couple of years ago.

City fathers petitioned an extension on complying with the federal regulations and got it on the condition it could report steady progress over the next two years toward meeting those requirements.

M & I Engineering's preliminary plan, now before the council, is the first step. By May 1, 1976 the city must have a final engineering plan according to the EPA and begin construction on the improvements by June 15.

As it now stands M & I estimated improvements could cost between $1.9 and $2.2 million dollars depending upon which of two alternatives are adopted by the council. A third alternative involved "buying" half of the city's water supply from the proposed Arkansas River Valley Pipeline. It was deemed "economically unattractive" by M & I in its report and pushed aside as too expensive. But alternative three is not entirely out of the picture.

Likewise, after the improved water system proposal of M & I is hashed over by the council and framed in practicality by the final engineering plan it may have substantially changed in cost and construction — affecting the estimates stated by M & I.

In three articles, the Gazette will examine the two primary alternatives proposed by M & I, their cost and proposals on how to pay for them based on the master plan submitted to the city council.

Copies of the M & I plan are available for public view at the city library. These articles will give an overview of the alternatives deleting much of the specific information supplied in the report.

Improving Rocky Ford's water system is not a "yes-or-no" proposition for the city council or the citizens of the city. Rather, it is which alternative of M & I will be the basis of the improvements. Whichever is decided, it will undoubtedly affect the pocketbook of the citizens.

Alternative 1, as proposed by M & I, is the most expensive plan in terms of capital expenditure with an initial outlay of $2.2 million in demolishing the old water tower, replacing and reinforcing the existing pipelines with new pipes and improving the water treatment plant.

The greatest estimated expense is new and modified system construction at the water plant, set at $1,650,000. That figure includes a new sediment removal basin to remove most sediment in the water, a raw water storage basin (redesigned from the existing south reservoir), a water reclamation basin and a settling basin totaling about $600,000.

A new treatment building, major pumping and treating equipment, excavation, miscellaneous piping and repair make up balance of the treatment plant figure. M & I also included an estimated inflation factor of 10 percent into the figure and a 25 percent engineering fee.

Alternative 1 shares a half-million dollar figure in capital cost with Alternative 2. In both plans M & I recommended tearing down the old water tower ($50,000) and upgrading the water distribution system to include an eight-inch pipe "loop" around the city ($500,000).

As proposed the eight-inch pipe loop involves laying almost three miles of pipe flanking the city to the west and east on Second St. and Fourteenth respectively. A shorter leg of the loop is planned on the northwest border of the city where it will join with existing piping and encircle the city with a high-capacity water pipe "ring". Existing piping to the south completes the circle.

The loop is designed to greatly improve water pressure on the outlying residences of the city limits and bring better fire protection to those areas. Construction of the loop would probably be completed within a year of the starting day of the improvements, according to Erhard Hagenau, assistant city administrator.

Altho Alternative 1 costs more initially, M & I estimated yearly cost in maintaining and operating to be substantially less than the cheaper Alternative 2 — over $30,700 less per year. Yearly cost for Alternative 1 included $40,000 for operation and maintenance of the loop, another $40,000 to steadily upgrade the city's four-inch lines to six inch and $70,200 for operating and maintaining the water treatment plant.

Hagenau emphasized even tho yearly cost is not figured into the capital outlay it was important the council consider the money each year. Officials also have to find out where they can get the money each year.

Alternative 1 advises use of same water sources for the city, the Catlin Canal (the major source), Rocky Ford Ditch and the city's two wells drilled in 1972. Intake point of the Rocky Ford Ditch would be moved further upstream before the American Crystal Sugar intake point to improve water intake in the winter when the Catlin goes into winter storage. At that time the RF ditch would become the major supply source.

Well water, in Alternative 1, would always be supplemental, providing water during the dry summer months when the Catlin supply drops and in the winter as an add-on to the limited RF Ditch supply.

According to M & I's plan, Alternative 1 would not only supply the city with an adequate water supply, distribution system and pressure once completed but still be adequate in 1995, based on a city growth rate of one percent annually.

Quality of water with Alternative 1 would not only meet the requirements of the EPA (which are enforceable) but meet its recommended standards as well during most of the year, according to M & I. Water quality is slightly lower in the winter months since the raw water from the ditch and wells is not as good as that from the Catlin and can not be sufficiently treated by the existing plant.

Currently Rocky Ford loses as much as 50 percent of the volume of raw water directed to its reservoirs, M & I reported. Their proposed plan for remodeling and construction of storage facilities would reduce that percentage to within acceptable limits.

(An analysis of Alternative 2 is next.)

SOURCE: Rocky Ford Daily Gazette

Valley Sewage Hearing July 8

Most of the degradation of water quality in the Arkansas River Basin is caused by pollution sources other than municipal sewage, according to a water quality management plan to be discussed at three public hearings next month.

The plan points out that mine drainage is a major problem in higher areas, while a combination of streamflow depletion from agricultural diversions and high solids content in return flows is the major problem in the lower basin.

Meeting for lower Arkansas is July 8, 7:30 p.m., city hall, Las Animas, for Baca, Bent, Cheyenne, Crowley, Elbert, Kiowa, Lincoln, Otero and Prowers.

Plan study area excludes the metropolitan counties of El Paso and Pueblo but still projects population growth from the current estimate of 127,323 to some 173,000 for 1993. Because the population is not concentrated in one or two large cities, municipal wastes generally do not cause significant pollution problems, and municipal treatment to greater than secondary levels is deemed unnecessary.

However, virtually all municipally-owned treatment works in the basin need upgrading to meet minimum effluent standards. The plan provides alternative means at varying costs to reach minimum standards.

Before a recommended overall plan can be presented, it will be necessary for basin residents to select the alternative best suited to their individual needs. For that reason, water quality control officials are hopeful that many citizens of the Arkansas Basin will attend the hearings and offer comment.

Rocky Ford is currently conducting a study of needs for water and sewage systems. Wednesday, Rocky Ford consumed just over 2 million gallons of water and this is somewhat high for this time of year, reports Ken Bruch, city administrator. Bruch said, however, that during peak periods in July, consumption can reach 3 million gallons per day. He attributed much of the consumption to parched lawns and gardens.

. . .

SOURCE: Rocky Ford Daily Gazette, 6-26-75

City Hopes Engineering Study Will Help Water, Sewage Problem

9-16

"We've received lots of information, yes, but nothing definite," City Administrator Ken Bruch reported on the progress of the water and sewage study being conducted by M&I Engineering Co. of Ft. Collins.

M&I Engineering began the study of local water and sewage facilities five months ago for $30,000. Bruch said he was unperturbed about the lack of significant data and recommendations by the firm, explaining studies of its type usually range from six to 18 months.

The crux of the water study may well be whether Rocky Ford opts to transfer all its surface water rights to well field rights, in order to meet recent state Environmental Protection Agency standards.

7

The study, being conducted by the head of M&I, Bob Takeda, a former resident of Rocky Ford, will most likely present three alternative routes in obtaining water for the city: either surface or well water or a combination of both, Bruch said.

Preliminary indications to converting to a well water source is a likely drop in supply, Bruch indicated. One estimate he noted was as much as 30 percent less water for the city.

He added however, with the present surface water arrangement as much as 60 percent is lost in leakage thru the settling basins. In short, the city is not getting a lot of the water it is paying for.

The goal behind the study is to compile a comprehensive plan to economize water use and raise its purity quality thru different treatment — all to meet EPA standards.

Bruch said he expects a preliminary report from the engineer later this month. By early October a written summary of the study and recommendations for solutions should be in the hands of the city council.

The recommendations and guidelines, once obtained, should provide a path thru the next 10 to 15 years of water resource development in Rocky Ford, Bruch said.

The council has not been pushing as hard on the sewage portion of the study, Bruch said and he didn't expect a report on local sewage conditions until November.

Bruch said results were delayed further because the city kept tacking on extra duties in the engineering study. One example he gave was the proposed annexation of a tract of land west of the high school. It was asked to be considered in the study after it had already begun.

Latest word from the EPA office in Denver, according to Bruch, placed a 1977 deadline for all communities to meet the agency standards. He said it was not a feasible time table as far as Rocky Ford was concerned.

Bruch said he had written the EPA office explaining the situation and requesting clarification of EPA guidelines as well as providing information on the pros and cons of well water as opposed to surface water.

"Our problems (in improving water quality) stem from a lack of definite state guidelines," he said. Money, he added, was another obstacle in meeting EPA standards.

Despite the problems, Bruch is optimistic about the study, sure it will "definitely do some good."

M&I Engineering conducted similar studies in Canon City, Bruch said adding administrators there were "well pleased" with the results. M&I also conducted a study in Windsor.

SOURCE: Rocky Ford Daily Gazette, 9-16-75

GOP Women Told

Rocky Ford Faced With Costly Water Overhaul

10-28

Continuing increased water needs, new federal standards and normal wear and tear on system originally built in 1922-23 are combined factors that mean Rocky Ford must almost immediately improve municipal water facilities.

That was message, which Ken Bruch, city administrator, had Monday night as guest speaker at monthly meeting of Rocky Ford Republican Women's Club, held at the home of Millie Busch.

Bruch reviewed year-long engineering study made by M & I, Fort Collins consultants, explaining how various tests and surveys were made to provide data for recommendations.

He estimated that he and his assistant, Erhard Hagenau, spent approximately 35 percent of their time working on study project. Decision on what course to take is now up to city council, Bruch said.

There are three possible alternative sources of water, each of which will require costly new facilities for treatment and distribution with several potential methods of financing needed improvements, the city administrator explained.

Alternatives are (1) continuing to use and treat Catlin and Rocky Ford ditch supplemented by some well water; (2) selling surface water rights and using only wells and (3) combining well water use with Fryingpan water.

Cost estimates "scare me", Bruch admitted, pointing out engineering study calculations set cost at $2.2 million for rebuilding water plant and installing 8-inch "fire loop" mains around the city.

Possible ways of financing project include a small rate increase for water users plus mill levy (21 mills for 20 years); small rate increase plus local sales tax, and drastically increasing water use charges from present monthly average of $8 to $17 to $19.

Rocky Ford has been under citation from federal Environmental Protection Agency for two and half years on quality of water being discharged into Arkansas River, and city has now been given until mid-1976 to begin improvements on water system.

While any city can make water improvements by revenue bond financing without an election, a city sales tax requires vote of people, the city administrator said.

Improving water system is more urgent problem, Bruch pointed out. Federal government will probably give city more leeway on sewer system improvements, which are also needed.

After program, club members had a brief business meeting during which reports on state convention were given and tentative plans for annual Lincoln Day dinner to be held in February were discussed.

At conclusion the hostess served refreshments to the 13 members present.

Next meeting will be Nov. 24 at the home of Verna Giffen, 406 North Ninth.

RF Working to Improve Water

M&I Inc. consulting engineers have been in Rocky Ford the past few weeks studying ways to make the city's water treatment plant more efficient, according to city administrator, Ken Bruch.

Bruch says RF water plant is adequate for the city and that the company was trying to optimize various stages of the water purification process. Bruch reported water supplied to Rocky Ford from Catlin canal needs more supervision than would a well supply. However, he rated water quality at tap to be excellent.

Suggestion made by the engineers was a longer period for settling of suspended particles while in floculation basins. This is a process where suspended particles in water are chemically clumped together and settled out of water before it goes into sediment filters.

City is completing installation of a new post-filter chlorinator to have a higher amount of residual chlorine in water as it leaves the plant.

SOURCE: Rocky Ford Daily Gazette, 10-28-75

Rocky Ford Faces Costly Water System Improvement

10-29

City council members are currently studying long-awaited study on municipal water improvement project prepared by M & I. Inc., Fort Collins consulting engineers, which they received this week.

Two copies of proposed master plan are being placed in Rocky Ford library as reference material and will be available for interested local citizens to read and study.

Water system improvements recommended by the Fort Collins engineers are divided into a $1.65 million renovation of water plant and another $550,000 for water distribution improvements to upgrade fire protection.

The 200-page report answers most questions about needed improvements in Rocky Ford water system, according to Councilman Virgil Lindsay, chairman of city council public works committee. Lindsay urged that local residents take advantage of the opportunity to study the report.

Lindsay also says city administrator, Ken Bruch, or council members will be available to attend meetings of local organizations to explain city's needs.

Council members Tuesday night decided to have a half-day work session some time next month, after Nov. 4 city election, so that present and newly-elected city officials can meet with Robert Takeda and Kerwin Rakness of M & I and go over the report in its entirety. Council will also tour water plant to observe situation for themselves.

Council hired M & I approximately six months ago at cost of $30,000 to conduct intensive survey of Rocky Ford's present water and sewage system and prepare alternative courses for upgrading existing facilities. Sewer report is due in late November or early December.

Several problems are currently plaguing water plant, Bruch told council Tuesday night. South settling basin will have to be drained because water is leaking out and cannot be stopped otherwise.

There are also backwashing problems with filters, which Bruch hopes to be able to repair in next day or two with help of equipment borrowed from city of La Junta.

SOURCE: Rocky Ford Daily Gazette, 10-29-75

Financing Big Problem To RF Water Improvement

Rocky Ford city council and administrators met in a day-long session with M&I consulting engineers Robert Takeda and Kerwin Rakness Tuesday to discuss plans and finances for the proposed multi-million dollar water system for the city.

In the morning session Cedric Totten, county supervisor for Farmers Home Administration outlined procedures for securing an FHA loan-grant to finance the system proposed by M&I. The consulting firm spent six months studying the current water treatment and distribution facility.

The meeting was the first of several meetings the council will hold to examine M&I's master plan which offers two alternative approaches to upgrading the Rocky Ford water system to within Environmental Protection Agency standards.

City administrator Ken Bruch stated in a preface to the meeting the city was looking at a project which would cost a minimum of $2.2 million or climb as high as, $3.8 million.

Totten said FHA funds could be made available to the city to finance the project but required a preliminary application and review by not only the State Planning Commission but the FHA state engineer as well. He pointed out that FHA would consider financing the improvements only if the city was turned down by commercial bonding companies.

Indications from some council members who had already investigated some bonding companies were that it was unlikely any commercial establishment would post bonds for the full amount needed for improvements — based on a $2 million-plus figure. Feelers sent out to the companies, however, did indicate the possibility of a partial financing of the water improvements.

Totten said it had been the policy of FHA to accept "all or nothing" financing in applicant requests, altho he did not rule out entirely the possibility the city could successfully get joint financing from FHA and a commercial bonding company.

The FHA county supervisor would not pin down any absolute figure the city could get saying much depended upon the attitude of the state engineer when reviewing the application and actual funds available thru FHA.

When pressed for a figure, Totten offered an "out of the air" grant sum of between $400,000 and $500,000. Balance of the FHA monies would be in the form of a loan payable over 40 or 50 years at five percent interest.

Totten added if the city qualified for the FHA loan it would open avenues for other federal monies (as an example from the Four-corners administration) to use toward the water improvements.

According to Totten, the procedure ahead for the city council was: deciding on a firm water improvement plan and figuring its cost; investigating commercial bonding companies and receiving confirmation they would not post bonds for the city; and then filing formal application for the money thru his FHA office and securing a go-ahead from the Colorado Planning Commission. Without a CPC okay, Totten said, FHA would likely refuse any aid.

Even if all the government paperwork and review of the application went smoothly and the application was approved, Totten said it would be four to five months before any funds broke loose and construction could begin.

The city has an EPA deadline to begin construction on the improvements by July of 1976 or face possible fines.

The council's investigation into an FHA loan is just one of several financing alternatives it will be looking at during the next few months.

In the afternoon session, the council reviewed the M&I plan to clarify suggestions and implications in the improvements and visited water treatment plant and other areas to be affected by the alternatives.

SOURCE: Rocky Ford Daily Gazette, 11-12-75

ROCKY FORD'S 18 YEAR OLD WATER CONTROL TECHNICIAN KNOWS JOB

BY MARK VANCE

Kevin Gertig is Rocky Ford water quality control technician. Gertig is responsible for alerting officials of water quality problems. It was Gertig's findings that brot state inspectors to city settling ponds when they were invaded by water polluting algae, "Carteria mulifilis". The inspectors were able to prescribe proper treatment procedures and water was returned to normal.

Gertig is 1975 graduate of Rocky Ford high school. This hardly represents his knowledge of city's water situation. Gertig has spent last five years studying Rocky Ford system and was enrolled in chemistry classes in La Junta at Otero Junior College last year to aid in work. He plans to attend OJC next year.

Gertig works in new water quality control laboratory behind fire department. His job involves a variety of tests made of Rocky Ford water at various stages between entering settling ponds and leaving sewage lagoons, in effort to comply with water quality standards set by federal government and monitored by Colorado State Department of Health.

Whole process goes like this as explained by Gertig: Water is taken from Catlin Canal and left to settle in reservoirs near Play Park hill at water treatment facilities. After settling, water is siphoned off and held in coagulation basins where aluminum sulphate is added. Suspended particles are chemically "clumped together to aid in filtration. The precipitate is settled to bottom of basin which is cleaned every 12 months. The water is removed off top of coagulation basin and filtered thru sand and charcoal.

Chemicals other than aluminum sulphate added to water are copper sulphate to kill algae, and chlorine gas to kill bacteria. Chlorine has been added only before filtering and water coming out at the tap had no chlorine. Gertig reports city has initiated action on his plans for a post-filter chlorinator.

Water is then piped to homes where it is used and discarded to sewer. Sewage is piped to city sewage lagoons. There are three lagoons totaling 50 acres area. Lagoon one receives raw sewage from pipe line. In this lagoon there are five aerators, three of which run constantly, other two are set to run 30 minutes every two hours. Aerators aid in dissolving oxygen into water of lagoon so algae and bacteria can break down raw sewage. Lagoons are connected by overflows which carry waste water to the next step in the treatment process. The water goes from lagoon one to lagoon two and into lagoon three. The waste water is in the three ponds for about 80 days before it is allowed to flow in to Arkansas River via drainage ditch. During those 80 days harmful substances are broken down by bacteria and algae. Gertig runs frequent analytical tests of influent and effluent to check their quality.

SOURCE: Rocky Ford Daily Gazette

City to Seek $4 Million Funds for Water System

After a lengthy discussion on various phases of Rocky Ford's municipal water system problems, members of Rocky Ford city council Tuesday night decided to ask Bosworth-Sullivan financial experts to explore possibilities for financing a four million dollar project.

City Administrator Ken Bruch met with representatives of the company Wednesday to start the job which will take a minimum of two months, Bruch estimated.

If study shows a potential of the amount of money necessary, council will go for complete project described in Alternative 1 of the engineering study just completed.

This means complete rebuilding of the water processing plant at about $1,700,000; installation of 8 inch loop lines to create adequate water pressure over the whole town at $500,000; replacement of four inch water lines at $800,000; replacement of six inch water lines at $800,000 and a new line from city owned wells near the river at $200,000.

Councilman Bob Babcock pointed out that if the city can get $4 million financing on a 40 year payout it probably can be paid off by doubling water rates. City has made application to Farmer's Home Administration for funds and hopefully, some grants.

All members of the council appear to favor Alternative 1 except Councilman Frank Holder who believes city should consider trading Catlin surface water rights for underground rights and should drill another well, which, with the two 1,000 gpm wells the city now has, could supply clear water which would take much less processing than muddy water from Catlin and Rocky Ford ditches.

City council is looking at at least two months for financing study; at least six months for engineering drawings and bidding which could mean a year before work could start. EPS has given Rocky Ford a July 1, 1976 deadline to comply with standards for the water system.

Taking part in Tuesday's discussion were Mayor George Gregg, Bruch, Erhard Hagenau, assistant administrator, Councilmen Babcock, Holder, Virgil Lindsay, Marion VanDyk, Seldon Wood and Phil Perez; Kevin Gertig, Bob Saulmon, Barton Mendenhall, Sharon Dazzio and Ross Thompson.

SOURCE: Rocky Ford Gaily Gazette, 12-3-75

R2 School Bond Election Oct. 14

Rocky Ford school board members by a 4-1 vote Tuesday evening approved resolution setting Oct. 14 for bond election in which voters will be asked to approve two separate proposals.

One question will involve issuing 25-year bonds to finance remodelling at Liberty and Washington elementary schools and Rocky Ford High School and construction or acquisition of an administrative office building.

Second separate proposal will be on whether or not R-2 school district should build a year-round swimming pool.

No price tag was put on either proposal Tuesday night, with action on that part postponed until Sept. 9, pending cost report from architect, Larry L. Bourn.

Voting "No" on resolution was board member, Ed Bender, who later told The Daily Gazette that he strongly favors the swimming pool and felt that only one question should have been placed on the ballot, with pool included as part of overall construction proposal.

Remaining four board members, Elloise Fraser, John Iozzi, Wayne Smith and Ron Ulery, voted in favor of separating the proposals.

Vote came after discussion of need and desirability for year-round pool as part of school's physical education program as opposed to new outdoor pool, which City of Rocky Ford has been considering for summer swimming instruction and recreation use.

Mayor George Gregg, present at the board meeting in a reporting capacity, commented, in his official position, that city council has not taken any action yet and that a new municipal pool, financed in part with federal or state grants, could probably not be completed for at least two years.

Prior to the vote Jack Pepper, representative of Boettcher & Co., who is serving as district's fiscal agent in the bond election, spent nearly 15 minutes reading aloud the text of the election resolution, which provided for all details of the election including publication of notices, number of election judges required, site of election (Lincoln school) and method of voting by absentee ballot.

SOURCE: *Rocky Ford Daily Gazette*, 8-20-75

Our Readers Write

School Bond Tax Would Clobber Retired People

It would be nice if we had all the new school plant improvements the school board has dreamed up. It would be nice if we all had a new Cadillac.

But the school bond issue next Tuesday boils down to not so much "do we want it?" as to "Can we afford it?"

We are still paying on the last bond issue and now they are asking us to pay and pay for another 20 years to remodel the school buildings and add new facilities when enrollments are going down. The new bond issue will add $78 a year to the taxes on an average home for the next 20 years.

In spite of the recession we still have inflation. And we constantly have to pay more and more for gas and oil, food, and taxes of all kinds. The school taxes are going up, the city taxes are going up, the rural fire district taxes, probably.

Eventually the tax burden on property owners becomes too heavy to bear. It's bad enough for people who are earning enough to get by, but it's becoming impossible for old age pensioners and others who are retired on fixed incomes, to keep their homes.

I am for spending whatever is necessary to improve education for our students but fancy buildings are not necessary. I am for spending money for what new space we need to meet state laws and to educate children, but beyond that I don't think most of us can afford to pay for tearing up and remodeling perfectly good buildings that won't provide any more classrooms.

I think we should all vote "No" on both school bond issues Tuesday. Then let the school officials come up with something we can afford.

Mary Zimmerman

SOURCE: Rocky Ford Daily Gazette, 9-9-75

Walters Says -9-23

R2 School Bonds Would Mean 9½ Mill Increase

History of Rocky Ford's Oct. 14 school bond election was reviewed for Rocky Ford Republican Women's Club members Monday evening by Supt. Rolland Walters.

Walters was guest speaker at club meeting held at home of Bonita Todd.

Beginning with his own arrival in Rocky Ford as new superintendent two years ago, Walters outlined steps taken to study present school facilities including review by special committee of citizens and educators last year.

Needs, which facilities study committee recommended, included abandoning Lincoln and remodelling remaining two elementary schools and Rocky Ford High School, the superintendent said.

School board decision to ask voters to approve $2,460,000 20-year bond issue followed. This will include remodelling present Washington and Liberty buildings at estimated cost of $20 per square foot and constructing new 4,000 square feet additions on each building at cost of $35 per square f

At RFHS new library ac tion and new music depa ment addition are estimat to cost $37 per square fo, while additional athletic an physical education wing, because of higher ceilings and more plumbing, will probably cost $40 per square foot, Walters said.

Bond election will include two questions: (1) on educational remodelling and construction at cost of $1,775,000, which will require 6½ mill new levy, and (2) physical education and athletic addition at cost of $685,000, which will require another 3 mill new levy, a total of 9½ mills increase.

R-2 school district presently has 7 mill bond levy, which is being used to pay off 1961 bond issue whereby RFHS and junior high addition were financed. There is $670,000 balance on that, Walters said, which is due to be paid off in 1981.

As an example of what the proposed bond issue could mean to a taxpayer, Walters pointed out that a taxpayer with home with market value of $25,000 would pay $6 per month or $1.50 per week more.

If both proposed bond issues are approved Oct. 14, this will increase R-2 bond indebtedness to $2,460,000, approximately one quarter million dollars below legal limit (20 percent of assessed valuation of $16,959,926).

After Walters' presentation, which included questions and answers and comments from those present, short business meeting was held during which club voted to have table at Lions Club flea market Oct. 4.

At close of evening, hostess served refreshments to the 15 members and guests present. Next meeting, Oct. 27, will be at the home of Millie Busch.

SOURCE: Rocky Ford Daily Gazette, 9-23-75

(130)

R2 School Bond Election 10-1-75

(This is the first of a series of articles to inform readers of Daily Gazette about R2 Bond Election.)

Question of what to do with Lincoln School has been raised for several years and culminated in a decision by the Rocky Ford School District R2 Board of Education to examine the total facility needs. During the 1974-75 school year a study committee of Rocky Ford citizens was established to recommend to board of education the school facility needs now and for the next several years.

School facilities study committee examined first hand each building used by the district, instructional areas as well as such service areas as transportation, warehousing, food service, and administration. Last spring the committee made recommendations for the new construction and remodeling they believed necessary to bring the school facilities into line with the educational program developed over the past 25 years and being planned for the future.

After reviewing these recommendations, board proceeded with plans by employing an architect and a financial planner. During the late spring and early summer meetings were held with the board, teaching and administrative staff, the architect and financial planner to translate the needs identified into general building plans for the purpose of determining the amount of money needed for construction. Late last summer school board reviewed these cost figures and decided what items were most important and could be afforded in Rocky Ford. The items having the lowest priority were left out of the bond issue.

The bond issue was put into two questions so that voters can establish their own priorities for the school facility needs in Rocky Ford.

A bond election will be held at Lincoln School Tuesday, Oct. 14, so that the community may answer two questions about school facilities. The first is concerned with addition of instructional materials centers at Rocky Ford High School, Liberty, and Washington; major remodeling of Liberty and Washington to gain more learning area; remodeling and addition of the music area at Rocky Ford High School. The cost figure here is $1,775,000. The second question is concerned with improved athletic and physical education facilities at Rocky Ford High School. The cost for question two is $685,000. Included in these cost figures are new construction, remodeling, furnishings, furniture, architectural and engineering fees.

—Rolland Walters

SOURCE: Rocky Ford Daily Gazette, 10-1-75

Ask $2.4 Million Oct. 14

R-2 Officials Confident Bond Issue Will Pass

Why is Rocky Ford R-2 school board holding a special election Oct. 14 and asking voters to approve two bond issues totaling $2.4 million?

In order to provide readers with as much information as possible about the school district plans, which include abandoning Lincoln elementary school, remodelling and expanding Washington and Liberty and adding onto RFHS, The Daily Gazette asked Supt. Rolland Walters a number of questions.

GAZETTE: What is the basic or most important reason why the school board is asking for this bond issue?

WALTERS: The basic reason and an over simplified one is to improve the educational opportunity for our students. Over the past 25 years or so, as our elementary program has continued to grow and develop, the facilities have remained essentially the same as they were when the buildings were constructed. At the elementary level the bond issue is designed to bring the facilities into keeping with the educational program. At the high school level the bond issue is needed to provide for improved programs and also for programs which have outgrown the space due to increased participation of students.

GAZETTE: Why was the bond request divided?

WALTERS: When the board of education began to consolidate the various recommendations it became readily apparent that the requests when combined with each other fell into three priorities. The top two priorities have been included in the bond issue. Those items in the third priority were not included at all. The two questions then give people in Rocky Ford an opportunity to express their voice in establishing priorities so far as costs are concerned and at a figure which can be afforded.

GAZETTE: What happened to question on year-round swimming pool on which school board voted Aug. 29?

WALTERS: The swimming pool was one of the items in priority three and was not included in this bond issue because of costs.

GAZETTE: Have plans been drawn for remodeling and additions? If not, why not? If not, does this mean Board feels bond issue may not be approved?

WALTERS: General plans have been drawn for all items to be included in both questions on the bond election. These are general plans and not detailed plans since the latter requires considerable costs for architectural fees, which will be available only after the bond issue is approved. The board of education is very much behind this bond issue and believes strongly in both questions. The board of education is very confident that both questions will be approved since they really mean a better educational break for young people in Rocky Ford.

GAZETTE: If bonds are not approved, what will school board do?

WALTERS: At this point the board of education feels so positively about the items in the bond issue that provisions have not been made should the bond issue not be approved. That is a bridge that the board does not anticipate having to cross. However, should the bonds not be approved there are several options available for board consideration and ultimate action. One would be to forget the whole issue of improved educational facilities — in essence, to do nothing. Another alternative is to survey community feelings to determine why the citizens in Rocky Ford felt it necessary to turn down this issue. Then there could be a revised bond issue correcting any deficiencies that might have been identified.

GAZETTE: With additional space, won't operating costs and insurance cost more than at present?

WALTERS: Additional space, of course, will increase operating costs and insurance costs. One thing which should be mentioned here is that included in the general plans at this point is not only additional space but a major remodeling of many of the facilities included in the bond issue to reduce our energy costs. I believe that we might be very close to a trade-off so far as operating and insurance costs on the one hand and reduced energy costs on the other. It is much more difficult to put precise dollar figures on these costs than it is to anticipate the cost per square foot of a building.

GAZETTE: If Lincoln is a sound building, as you have stated at school board meetings, can't it be used for something? Or does district plan to raze it?

WALTERS: The use of Lincoln school as a district facility rather than an instructional facility has been very seriously considered by the board of education. The soundness of Lincoln school is in the structure itself and certainly not in the interior of the building. To make Lincoln into a functional facility it will require extensive remodeling, new mechanical, plumbing, and electrical systems. These costs would be in addition to other remodeling costs. One problem that we have with Lincoln school, when considered for other uses, is that it is not all on one floor. We do need central office facilities, storage and warehousing. The square footage on one floor is greater than that which would be needed for central offices and the two stories do not lend themselves either to a central office facility or to needed warehousing. It would really be great to be able to put this amount of square footage on a single floor. There has been no decision for the present for the ultimate disposition of Lincoln school. Razing is a possibility however.

GAZETTE: Doesn't school district own extra land that isn't going to be needed for building purposes? (i.e. the so-called Gongway porperty at First and Veatch and additional land adjacent to Lincoln?) If so, are there plans to return this to tax rolls?

WALTERS: Yes, there is land which the school district owns and at this point is not planning to use for building purposes. This is the "Gongway Property" just West of Second Street and near Veatch Avenue. This land is currently being used as an agriculture laboratory for our Agriculture Program. Plans are to continue this use of that land. No decision has been made to the Lincoln Playground area.

GAZETTE: How much of the space in the present elementary schools will be converted to open space classrooms? How much will remain as enclosed or self-contained classrooms?

WALTERS: As was mentioned earlier, the specific and detailed drawings will not be developed by the architect until after the bond issue is approved. The term open-space classrooms is one which almost has as many mental images as there are people who use that expression. A better expression for the type of elementary facility that we are looking at might be "flexible learning space". To some people, the term open-space classroom denotes a great deal of purposeless activity but we do advocate flexibility in the use of space. No firm decision can be made until after the staff has an opportunity to become more involved in making the educational decisions. Perhaps at this point it might be pertinent to point out that by re-arranging the space at Washington and Liberty we can increase the instructional space by approximately 20 percent. There will, of necessity, need to be part of the elementary schools which are closed areas. We would need a closed area for music, for lunch, for physical education, for educational handicapped children and also mentally retarded youngsters. In addition to these needs there will need to be some closed space for children and adults who do not function well in more flexible areas. It is the intent that a balance will be developed, based on what the staff, involved in the detailed planning, identifies as the facilities which will provide the best educational program for youngsters in Rocky Ford.

GAZETTE: What special additional areas are planned in elementary schools? Art room? Music room?

WALTERS: Specified areas in the elementary schools will provide for music, for an instructional materials center, for storage, for activities suitable for "wet areas", science and art for example. (A wet area is one where there is running water and a waste drain.) Also, there will need to be special areas for health services, speech therapist, work areas for teachers and conference areas.

GAZETTE: Are new lunchroom facilities planned? If so, why?

WALTERS: There will be special lunchroom facilities planned in both Washington and Liberty but they will not be totally new facilities. At one time both buildings did have lunchroom and kitchen areas. The lunchroom areas were turned into special reading classrooms, and the gymnasium or multi-purpose room served as an eating area. This arrangement has proved to create conflict with the music program, physical education program, and food services program.

GAZETTE: How large will new library (media centers) be at elementary schools? What will be approximate dimensions?

WALTERS: The plans developed at this point can have instructional media centers of something in the neighborhood of 4,000 square feet. Assuming that the building is essentially square this would mean that the dimensions would be something in the area of 60 feet by 60 feet.

GAZETTE: Will these provide area for community use? What kind?

WALTERS: The anticipated location of the Instructional Media Centers has been deliberately designed so that these facilities may be shut off from the rest of the school so that they can be used when school is not in session. The community use of such a facility might be for utilizing some of the materials that are in the media center or for community meetings.

GAZETTE: If either bond issue fails, will school district seek to have another election? If so, how soon?

WALTERS: The board of education believes that the citizens of Rocky Ford really do want these educational facilities and have not really anticipated that either question on the bond issue would fail, of course this could happen. Colorado state law says that a period of 90 days must elapse before bond issue can be presented to the citizens in a community for a second vote.

GAZETTE: Did school board consider separating elementary school construction and making it a separate question and high school another one?

WALTERS: Yes, the board of education did consider separating the elementary school construction from the high school construction. This was one of several alternatives which were examined. Since there were so many and valid combinations, the board established its priority and put questions on the ballot around the need here in Rocky Ford and established the questions to meet the priorities.

GAZETTE: If bond issue is approved, will district seek to let entire project to one contractor? If not, why not? If so, why so?

WALTERS: Very likely the board will seek to let the entire project to one general contractor. It is possible, although no decision has yet been made, that there would be separate contracts for the general contractor and the various sub-contractors. This will be determined for sure after the detailed drawings have been prepared and specifications ready for bidding. Ordinarily there is a cost break if one general contractor has the total job.

GAZETTE: Who are the members of the community committee which is backing this bond issue? Who is chairman?

WALTERS: Members of the community who have indicated their interest and willingness to serve on the Citizens Committee for the bond election are Frank Avila, Bill Bish, Ed Clute, Joe Dunn, George Gregg, Alden H. Knapp, Phil Madrid, Jim Moreland, Zolus Motley, and Cedric Totten. No Chairman has been identified at this point.

GAZETTE: What is present mill levy for all school purposes in R2 district?

WALTERS: 47.31 mills.

GAZETTE: What will the bond issue mean in terms of additional mill levy?

WALTERS: The additional mill levy will not exceed 9.5 mills. This mill levy would go down as the assessed evaluation would increase.

GAZETTE: What do you predict will be rate of interest on bonds?

WALTERS: The interest rates for municipal bonds are in quite a state of flux right at the moment, due basically to some of the problems which currently exist in New York City. We are anticipating that the interest rate will be something around 7.5 percent. We hope that by the time we are ready to sell our bonds we would be looking at a lower interest figure.

GAZETTE: How does this compare with interest rate on outstanding bonds, which will be paid off in 1981?

WALTERS: Current bonds carry an interest rate of approximately 3.5 percent.

GAZETTE: Does the school board have plans for future construction of any additional facilities such as administration building?

WALTERS: There are no plans at this point for additional facilities other than those included in the proposed bond issue. There are needs for some additional facilities and a central office is one of these. The primary concern we have in our school district is bringing the instruction program facilities into keeping with the educational program which children and youth need and deserve. Several facilities such as central offices, warehousing, and major storage will have to wait for the time being.

GAZETTE: Was there any thought given to putting administrative offices in one of the buildings which is being remodelled?

WALTERS: There had been some discussion about putting administrative offices in a building to be remodelled. In other districts where this has happened the operation of both the building and the central offices were not totally satisfactory. The needs of a central office are quite different than a school.

GAZETTE: If other costs are going to continue to increase, such as utilities and gasoline for buses, isn't R2 going to have difficulty meeting general fund budget? Therefore, isn't this a time to tighten our collective belt rather than committing ourself to paying off $2.4 million over the next 20 years?

WALTERS: This is a very complicated question to provide with a simple answer. In some respects it is just as loaded a question as, "When did you stop beating your wife?" Nonetheless it is a very important question with which to deal.

To begin with, we should always have our collective belts tightened, especially in the public sector. There should never be excessive or unjustifiable expenditures of other people's money. But it must also be remembered that too much belt tightening today can be very expensive in the future. For example, one item we considered purchasing sixteen months ago is being quoted to us now at 40 percent more than when we first considered it. Another thing to examine is school construction cost. It costs about twice as much per square foot to remodel a school facility today than it cost just a few years back to construct a new school facility of comparable quality. The prospect for the near future continues the inflationary trend. Putting things off is not good economy in an inflationary period. Borrowing time can and has proven to be very expensive at times.

Another way of looking at this question is in comparing costs. Comparisons can and have been made with other school districts in the state, with national figures, even with relative costs in other countries. When compared with comparable school districts in our part of Colorado we find our expenditures are about average. When compared with statewide figures our school expenditures are somewhat below state averages.

In essence, we certainly should keep our "collective belts tightened" but not to the point where we strangle ourselves. We want and should have continued quality schools and education for the future citizens of the Arkansas Valley and for Colorado. Money should not be spent unnecessarily nor should we get behind in any aspect of our R2 educational program so we are, in effect, piling up bills to pay for a few years down the road.

GAZETTE: How much interest will the district be paying off in addition to the $2.4 million principal?

WALTERS: At this time it is impossible to indicate what the total interest for a 20 year period will be on the $2,460,000 since the interest rate has not been established and will not be established until the bonds are ready for sale.

SOURCE: Rocky Ford Daily Gazette, 10-1-75

R2 School Bond Election

(The second in a series)

One of the most pressing needs identified in the R2 school facility study is for more adequate library space at Rocky Ford High School. At the present time there is space for eight students of a student body of 580 to sit down and use material from the library. There is inadequate space to house materials which are currently on hand and the district is told we do not have the desirable number of books and periodicals for a high school our size. A library is viewed now as an instructional materials center which should house maps, globes, charts, films, filmstrips, slides, transparencies and a wide variety of other teaching-learning materials and equipment. At the present time space does not permit the instructional materials center (IMC) concept at Rocky Ford High School.

This is also true at both Liberty and Washington. Both of these buildings were constructed without a library (or IMC). Effort has been made to utilize a classroom for this purpose.

With the anticipated closing of Lincoln School as an instructional facility, space must be found for approximately 150 students in Liberty and Washington. By remodeling these facilities we can gain about 20 percent more learning area without new classroom construction.

Energy costs are increasing very sharply as fossil fuel supplies are used up. Liberty and Washington have what amounts to one wall of glass in every classroom. This accounts for considerable heat loss in cold months.

During the past 25 years and more the total educational program has developed a great deal while our elementary school facilities have remained essentially the same. One example of this is our music program and space. This part of our music education program is well researched and tried out, but one which is best handled in a special room with adequate space for an activity type of music program. Presently the elementary music teachers move from one room to another. Many of our elementary classrooms are less than 700 square feet.

Storage is a serious problem in our elementary schools. Most of the classrooms were built with no storage space for instructional materials and equipment.

There are some parts of Liberty and Washington which do not meet current building code requirements. One example of this is air circulation in rest rooms located between classrooms in one wing in each building.

At Rocky Ford High School it is necessary to limit our physical education program to two years because of space. Present facilities do not lend themselves to an individualized program for special needs which the teachers identify. Also, from late October thru middle March there is "competition" for space for the activity program. There are more students participating in athletics than ever before. (This is true throughout the nation, not just in Rocky Ford.) Girls' sports are adding to the numbers of participants. There are over 150 students participating in winter sports programs. Physical education facilities are used from about 6:30 a.m. to 10 p.m. during the winter months. Hall space is used as well as the physical education facilities. The wear and tear on equipment which is moved around has proven to be very expensive.

(Future articles will provide additional information about facility needs in specific parts of R2 education program.)

—Rolland Walters

SOURCE: Rocky Ford Daily Gazette, 10-2-75

R2 School Bond Election

(This is the third article in a series)

SPACE NEEDS IN ELEMENTARY SCHOOLS

The typical classroom constructed to accomodate from 30 to 35 pupils and a single teacher is not appropriate for education in our schools today. With this type of structure the teacher finds himself-herself under limitations on the types of activities and teaching styles he-she can use. We realize that not all children learn at the same rate, or in the same manner, yet the classrooms dictate to our children's needs.

A typical classroom is too small to be used for large group instruction or for learning laboratory activities. It is too large for personal conferences, for use by small learning teams or for small group discussion.

The structures we now have in our community are of the type mentioned above.

We would like our building to provide us with the flexibility we need to meet the learning styles of children, and allow us to further develop the types of learning centers that will allow children to utilize all of the equipment, materials and tallents of teachers.

The physical environment can, itself, teach. It can present options. It can encourage or discourage visual and oral communication. It can invite a person to sit down and think things out — or, it can make dialogue impossible. It can offer learning as a multi-media experience — or, it can make devices for multi-media learning inaccessible.

The environment in our buildings does not encourage the kinds of setting for active learning nor do our buildings lend themselves to the multi-media materials usage.

Another need and use of space requirement we have is in the area of special programs that the schools provide for children. Programs such as music, guidance, speech and health, require special space and environment if they are going to help the child. At the present some of these areas share space while others have to use halls, work rooms, and storage areas which cause a lot of inconveniences to students and teachers not to mention the adverse effect they have on the learning.

—Ronald Fink

SOURCE: Rocky Ford Daily Gazette, 10-7-75

R2 School Bond Election

(This is the fourth in a series)

ARE YOU FLEXIBLE?

James: Are you new to our school?

Antoinette: Yes. Today is my first day.

James: What was your school like?

Antoinette: It was wonderful. My mother called it a flexible school.

James: What does flexible mean?

Antoinette: Well, this room we are in right now is kind of a flexible unit. There is water for drinking and washing. There are centers like that game area over there and the reading corner. But, James, close your eyes and try to get a picture of this. The school I came from had two units or two giant classrooms, instead of twelve small ones. In unit one, I had a homeroom teacher that I went to first thing each morning. I got to choose that teacher after the first week from the seven teachers in my unit.

James: Did you like your homeroom teacher?

Antoinette: Of course. The homeroom teacher is the one who listens to your problems and keeps your records, talks to your parents and stuff like that. But let me finish describing my unit. There was a place where I went for math called Exact Science Lab. We had regular lessons. There were younger kids in my group and older ones too. We worked on adding, subtracting, measuring, botany, zoology, electricity and things like that.

James: You mean kindergarten, first, second and third graders were together?

Antoinette: Oh yes. You could walk around in the unit and see your friends working on all kinds of lessons. In fact, James, I sometimes finished my math assignment before the others and I would go over to the drama area and play house with the younger students. Sometimes they would come and help us do experiments. Some of them were really curious.

James: Wasn't it very noisy in the unit?

Antoinette: No. The teachers asked us to save the screaming and running for outdoors. The unit had carpet on the floors and soft board on the walls and this made the place quiet.

James: What was a day like?

Antoinette: Well, first thing in the morning you would go to your home teacher. If there was any change in your day, the teacher would tell you. Then I would go on my own way. First to the Exact Science Lab. There I would either have Mr. Yates or Miss Fowler. We would do experiments, math problems, see a film, or watch a demonstration. Next I would go to Language Arts. I would be with Mrs. Anderson, Mrs. Henry or Mr. Ramos. Now, James, only a few of the kids that were in Exact Science with me were with me in Language Arts. Do you get the picture?

James: Right on.

Antoinette: Well, we did different things in Language Arts. Some days we made speeches, some days we listened to the teachers make speeches. Some days we worked on penmanship, wrote letters, made reports from books that we read. After Language Arts I would leave the unit and go to Recreation. Recreation is like P.E. Many days we could choose to play a team game or play with a few friends on the equipment or on the paved court. Finally we would go back to the unit for Fine Arts. Now Fine Arts would mean art with Mr. Camp or music with Miss Rivera. Music had its own room so the singing and marching would not disturb anyone. It was super to stand at the clay table and watch my little sister write her numbers on the board with Miss Fowler.

James: Antoinette, thanks for letting me be a spectator at your other school.

Antoinette: What does spectator mean, James?

James: I will explain it at recess. See you later.

—Darryl Beaven

SOURCE: Rocky Ford Daily Gazette, 10-8-75

Our Readers Write

Open Classrooms Not Conducive to Learning

Unlike many people in Rocky Ford, we have had children in an open classroom situation. Our daughter attended two different schools and while the second was much better than the first, still the open classroom situation was not satisfactory.

Discipline was much more relaxed as the children were harder to control in a less confined class. Many of the children took advantage of the situation as often as they could, which resulted in much confusion and unnecessary noise at times.

As a second grader, she brought home work which should have been finished in school, but was not, because she was so distracted by what was going on in other parts of the learning area. She spent many hours working at home.

Since the beginning of school in Rocky Ford school district, her study habits are much improved and she completes her homework in a few minutes instead of an entire evening. She is in third grade this year and I realize some of the improvement would come naturally with growth but not as much as we see in her.

I'm sure she is not the only child who needs a more contained classroom than will be offered in the remodelled schools if this bond issue passes.

Having visited Washington School during their open house Oct. 7, we can see where there is a need for more library space and a lunchroom. Can't this be accomplished for less money?

A large impressive building doesn't necessarily improve the quality of the education received there. It is merely a showpiece. The appearance of the building will not make a child want to learn. If that desire is not there, then all the money in the world won't help that child. By the same token, a child who wants to learn and is interested in the world around him will learn and get an education no matter what the building looks like.

While we agree that there are needs that should be met, we feel that the voters must decide how much of this proposal is necessity and how much is just added decoration.

Jake & Joan Woody

SOURCE: Rocky Ford Daily Gazette, 10-8-75

R2 School Bond Election

10-[illegible]

(This is the fifth in a series)

As new teaching techniques and materials are developed for education, the Instructional Materials Center (I.M.C.) has become an important and integral part of each school.

It is in the I.M.C. that not only books and magazines are made available but also film strips and film projectors, film loops and loop projectors, records and record players, tapes and tape recorders, transparencies, charts, pictures and learning games.

In recent years, because of federal funds designated for such purchases, many fine materials have been added to the I.M.C. at Liberty School and at Washington School. These materials include helps in the areas of visual-motor and auditory perception, language arts, reading, math, science, social studies, career awareness, self-concept, and self-development. There are professional books and magazines available for teachers and parents.

The Instructional Material Center can become the hub of learning in a school. At this time the materials are crowded into a limited space with very little room for children. Space is needed for children to make use of the materials when they need information or motivation. Many children as individuals, small groups of children, and classes of children need to have the learning materials of the I.M.C. available to them at all times.

As materials were planned for and purchased, parents were kept in mind, and it is hoped that parents will conference often with teachers and will check out materials from the Centers that will help them help the children learn. In this way parents, teachers, and children will be involved in bringing about the educational growth of each child.

I am happy to know that the Board of Education is following the recommendation of the School Facilities Study Committee in proposing remodeling the two elementary schools to better serve all of the elementary children in the community.

Sincerely,
Barbara Evans

SOURCE: Rocky Ford Daily Gazette, 10-9-75

Can R2 Afford This Building Program?

Next Tuesday, Oct. 14, registered voters of the R2 school district will be asked to vote "yes" or "no" on spending nearly $5,000,000 for remodeling three schools buildings and building additions, altho the program will not add any new classrooms numerically.

If both proposals are approved R2 school administrators will have a broker sell $2,460,000 worth of bonds to be paid off over a 20 year period at an estimated 7½ percent interest.

A chart prepared by Boettcher & Co. showing a 20 year payoff on $2,500,000 bond issue at interest rate of 7.250 percent would total $4,798,975 including principal and interest.

School administrators are talking a 9½ mill tax increase, but the increase would actually amount to a great deal more than that.

Presently R2 taxpayers are being assessed 7 mills to pay off the old 1¼ million dollar high school bond issue by 1981. There is a balance of $670,000 on bonds to pay off, plus $76,737.50 interest (at 3½ percent) for a total of $746,737.50. That will be paid off in 1981 and property taxes should be reduced by seven mills.

However, if the bond issues are approved, the seven mills will not be taken off. They will simply be added to the 9½ mills making a total of 16½ mills more that property owners will pay for another 15 years.

The present 7 mill levy is bringing in money faster than the school district is paying off the bonds. They are not being paid off ahead of schedule since the money in certificates of deposit will earn 7½ or 8 percent while bonds are costing only 3.52 percent.

Next year R2 will pay off $100,000 principal and $22,225 interest on the old bonds for a total of $122,225. There is a surplus of $153,246 in the fund. This, plus anticipated excess income, will total $161,740.

If the new bond issues do not pass, this growing surplus will be available to call in bonds for the last two years, pay them off and eliminate the 7 mill bond levy by 1979. However, if the bond issues, either of them, pass, this money will not be used to pay on the old bonded indebtedness, but will go toward the new bonded indebtedness.

Altho no detailed plans have been drawn and will not be drawn unless the new building bond issues pass, a big portion of the money apparently will be used to tear out walls and build new open classrooms utilizing present hallway spaces. Remodeling calls for reduction of windows in outside walls, acoustical walls and ceilings and carpets on the floor to help decrease noise.

Some of the money will go to add space. There will be 4,000 square foot additions onto Washington and Liberty schools, and Lincoln school (altho admittedly a sound building) will be abandoned.

Plans call for adding 6,444 square feet of new instructional building at Rocky Ford High School and a total of 15,215 square feet for a new high school gym, locker rooms, toilets, etc. The latter is included in the second bond proposal.

First proposal is for remodeling and expansion of instructional areas at a cost of $1,775,000 and the second, would build new phys ed and athletic facilities at RFHS at an estimated cost of $685,000. The new gym would not have any spectator space.

Supt. Rolland Walters pointed out that if the first proposal passes, the second does not, the athletic and phys ed facilities will be out. Or if only second proposal is passed, those facilities will be constructed and the instructional improvements will not be made. Funds from one proposal cannot be used on another proposal.

Passage of the bond issue will increase taxes for average property owner about $78 per year. Actually the increase is higher than that, since the present seven mill levy will continue 20 years instead of ceasing after five years.

Rocky Ford school district has asked state budget review board for approval of a $63,000 increase in authorized revenue base, according to Carl Dazzio, R2 business manager, who took district application to Denver Monday.

This represents 3.75 mills on basis of R2 assessed valuation and unless R2 board cuts levies elsewhere means another tax increase just to meet the proposed budget next year.

City of Rocky Ford is raising its levy 2 mills from 26.87 to 28.87. County levy is 19.67 mills and rural fire levy is 1.30 mills (or 1.5 mills higher if the district buys a new fire truck).

Presently the R2 district tax levy is 46.56. Add the 9½ mill increase and the school levy will climb to over 56 mills. Thus the total tax levy on Rocky Ford property would climb from $95.55 per thousand valuation to $107.06 dollars tax per thousand dollar valuation.

R2 school district enrollment is declining altho school officials say it will soon level off at about 125 students per grade or a total of 1,625 including kindergarten.

A decade ago R2 enrollment was over 2,000 pupils. Figure for 1970-71 was 1,841; 1971-72 — 1,906; 1972-73 — 1,839; 1973-74 — 1,756; 1974-75 — 1,761.

R2 school officials say that if the two bond issues are defeated they may revamp plans, lower costs and try again. If voters won't buy the plans, and it appears to be a matter of money, sights may be lowered and a new proposal put to the voters.

SOURCE: Rocky Ford Daily Gazette, 10-9-75

Our Readers Write

City Faced With Great Improvement Costs Too

If the good people of Rocky Ford vote to pass the school bond issue next week, I shall be glad to pay my part of the cost. I am anxious to see all of our children and grandchildren have good education. I do not plan to vote for the issue as it is proposed for I am sure there are things planned that are not essentials.

I am not going to vote for the issue for another reason having to do with problems facing the City of Rocky Ford. These problems are absolute essentials, required by laws of the land regarding municipal water and sewage.

This week we in the city administration have received preliminary reports from the engineers who have studied our systems indicating about what is going to be required in the way of money to meet the EPA standards that we are under demand to effect by next year. For plant improvement, and for needed larger distribution lines in order to provide fire protection to areas that cannot now be given sufficient volume of water, the estimates are something over $2,000,000.

Probable sewer costs will be another half million. These are musts. Failure to comply with orders of the EPA can subject Rocky Ford to substantial fines. You can see what this amount of funding is going to do to your share of the cost of your city government.

I feel it imperative that the people have this information at this time when we are facing such other large public expenditures. This applies particularly to those of us who live within the city limits for that is where the large part of the burden falls.

Bob Babcock

SOURCE: Rocky Ford Daily Gazette, 10-10-75

Our Readers Write

High Priced Buildings Won't Improve Education

With all this propaganda in your paper for the school bond issue it seems to me that someone should point out that nothing's free. I am just as interested as the next guy in providing good education for our boys and girls but it seems to me that spending this $2,460,000 for remodeling and expanding our school buildings will not increase the quality of education a fraction that much. It will not add any new classrooms. It will tear out walls between rooms and halls so that it will be noiser than ever and then spend more money to put in acoustical tile, acoustical walls and deep carpets to cut the noise.

This is an experimental thing we don't need. Have you ever tried to read in a room where someone was watching television at the same time?

This spending, at a time when school enrollments are levelling off and even dropping, just doesn't make sense.

Every property owner, already hit by prospect of a big hike in valuation and other rising costs, will have to pay approximately 17 percent more for the next 20 years if the bond issues pass, and if you don't own property, you must be renting, and these costs will have to be passed on to you.

They are talking a 9½ mill levy and in addition the present 7 mill levy we are now paying off WILL NOT end in 1981 when present high school building is paid off, but the 7 mills will then be ADDED onto your school bond levy of 9½ mills making a total of 16.5 mills you'll be paying for the next 20 years.

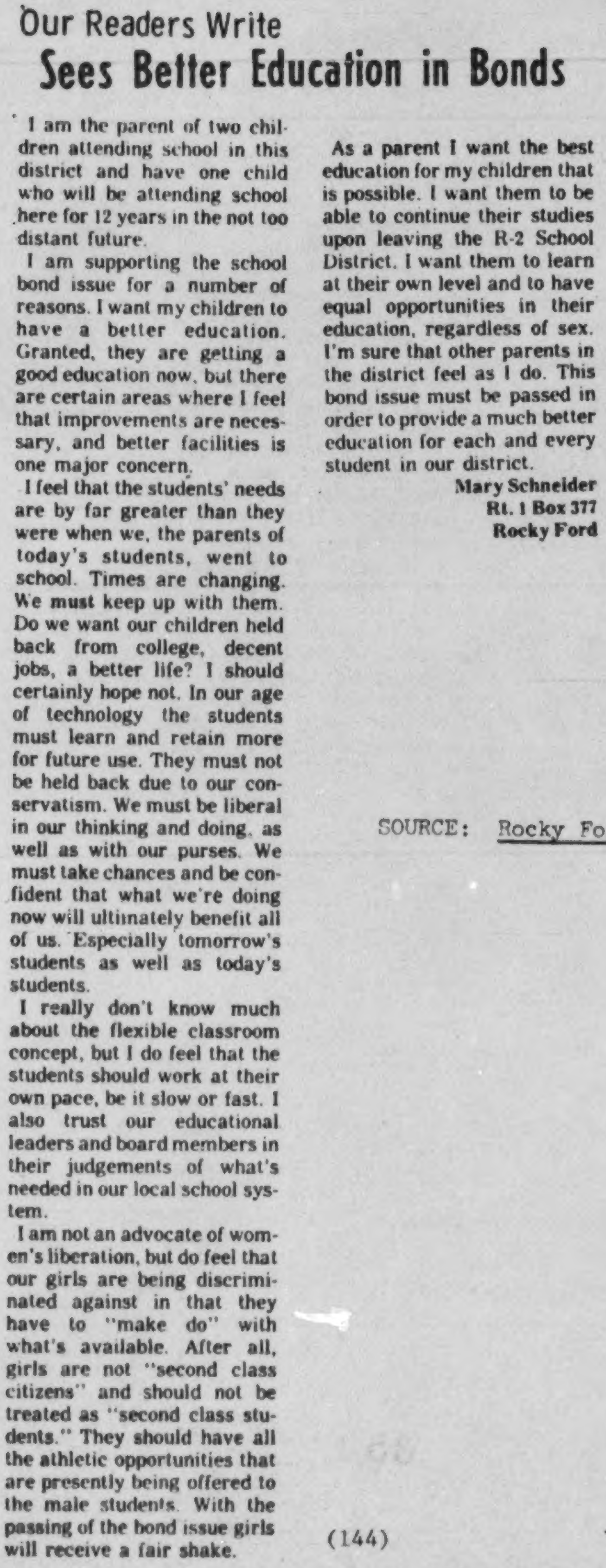
Some folks for the bonds claim if valuations go up, the levy will be dropped. I have never yet seen any taxes drop and these won't. You'll still be paying the increase in dollars regardless of the ratio of valuation and levy. The $2,460,000 plus about $2 million dollars interest will still have to be paid off.

Before you saddle yourselves with this additional burden ask yourself why the schools can't operate a little more like farming or private business where you try to cut costs when things get tough. We don't have any tax gravy train to tap.

I think the citizens of Rocky Ford school district should get something for this kind of money besides some pride-built buildings and a plaque for the school board.

Don McDougal

SOURCE: Rocky Ford Daily Gazette, 10-10-75



Our Readers Write

Sees Better Education in Bonds

I am the parent of two children attending school in this district and have one child who will be attending school here for 12 years in the not too distant future.

I am supporting the school bond issue for a number of reasons. I want my children to have a better education. Granted, they are getting a good education now, but there are certain areas where I feel that improvements are necessary, and better facilities is one major concern.

I feel that the students' needs are by far greater than they were when we, the parents of today's students, went to school. Times are changing. We must keep up with them. Do we want our children held back from college, decent jobs, a better life? I should certainly hope not. In our age of technology the students must learn and retain more for future use. They must not be held back due to our conservatism. We must be liberal in our thinking and doing, as well as with our purses. We must take chances and be confident that what we're doing now will ultimately benefit all of us. Especially tomorrow's students as well as today's students.

I really don't know much about the flexible classroom concept, but I do feel that the students should work at their own pace, be it slow or fast. I also trust our educational leaders and board members in their judgements of what's needed in our local school system.

I am not an advocate of women's liberation, but do feel that our girls are being discriminated against in that they have to "make do" with what's available. After all, girls are not "second class citizens" and should not be treated as "second class students." They should have all the athletic opportunities that are presently being offered to the male students. With the passing of the bond issue girls will receive a fair shake.

As a parent I want the best education for my children that is possible. I want them to be able to continue their studies upon leaving the R-2 School District. I want them to learn at their own level and to have equal opportunities in their education, regardless of sex. I'm sure that other parents in the district feel as I do. This bond issue must be passed in order to provide a much better education for each and every student in our district.

Mary Schneider
Rt. 1 Box 377
Rocky Ford

SOURCE: Rocky Ford Daily Gazette

Daily Gazette, Wednesday, October 8, 1975, Rocky Ford, Colo.

Our Readers Write

In Favor of R2 Bonds

On Tuesday, Oct. 14, residents of the R-2 School District will have an opportunity to vote on a bond issue, that if approved, will provide funds for some much needed improvements in our school facilities. As a citizen of the district I would like to urge all voters to VOTE YES on both questions that will appear on the ballot.

Why do I say this when each and everyone of us are concerned with rising costs from every direction? Because the small added cost to our yearly tax bill is well worth the larger added benefits the changes will bring to every student in our district, not only next year, but in the years to come.

As a member of the citizens committee that studied the present school facilities I have seen, first hand, our present inadequate classrooms, physical education, administration and other facilities. I have seen the restrictions under which our children learn and our teachers work, and I know that things will not get better unless we do something positive to change and improve them.

There were many items the School Facilities Study Committee recommended to the Board of Education for improvements in the district, and the items on the bond issue are only those which are essential to better education in our district. They are not "frills", un-needed or extra items. There are many things we will have to do without.

In asking the voters of the district to VOTE YES on both questions I would like to ask each voter to ask himself a few questions. Do I know, first hand, of the cramped classroom space in which my child or grandchild, or neighbor's child learns? Does it improve my child's education? Do I know the planning, logistical and other problems the teachers have because of this cramped space? Do I know what each school library or media center looks like? Do I know what the equipment and supply storage problems are? Do I know what the music rooms are like? Do I know that new federal laws say girls will be treated equally with boys in physical education and competitive athletic programs, including practice time, practice area, hours and locker room facilities? Do I know that state law prohibits classroom teaching or physical education programs in a school cafeteria? Do I know that if the needed changes in our school facilities are not met that programs will have to be reduced while the problem will remain, and the cost of correcting them later will be much greater than it is today?

If you answer all of these questions honestly, then the only answer you can come up with at the ballot box is to VOTE YES on both questions.

Yes, the rules of the game have changed. Because of new state and federal laws, school districts cannot operate the same as they did five years ago.

So what are we going to do about it? Well, we can hump-up our backs and say, no we don't need it, or it's too costly, or we can do it later, or "we'll show those state and federal people where to get off"; but if we do that, who will be hurt? We will hurt our children, our school district and ourselves, that's who! And then, several years from now, when the problems have not gone away, and the facilities are still needed, and the cost of doing it has gone up by leaps and bounds, we can say to ourselves, "we should have approved that bond issue back in 1975".

We are not the richest or the poorest school district in Colorado, but we are one of the best. To keep it that way your YES vote on both questions is the answer.

Sincerely,
George Gregg
804 Sourth 1st St.
Rocky Ford, Colorado

R2 School Bond Election

(One of a series)

Justification for expansion of music facilities must have program improvement as its basis. The music program of Rocky Ford High School is an important part of the instructional program as well as an integral part of the activities program of the school. Music is one of the arts that surround children and adults nearly every day of their lives as a result of radio, tape players, and television. It is an art that provides entertainment for groups as well as individuals. As a result, perhaps one of the most important goals of the music program is developing appreciation and fondness for good music.

Approximately 150 students, one fourth of H.S. student body, are enrolled in either the vocal or instrumental portion of the music program. These students are main beneficiaries of the program as they receive satisfaction from accomplishment and from being able to provide for the enjoyment of others. These benefits do not come to the student without commitment and effort. It appears logical that the community match the commitment of the students by making more than minimum facility provision for the music program.

Present music room is inadequate in several respects: 1) the room doubles as the back stage area for any use made of the auditorium; 2) the room has very poor acoustical qualities; 3) there are no individual or small group practice rooms; 4) storage space which provides security for valuable instruments is lacking; 5) more efficient use of staff is hampered by the single usable space; 6) storage space for music materials is inadequate.

Drama program will also benefit from the additional space. A portion of the space in the present music room would become a preparation and storage area for that department. Housekeeping on the stage area has been one of the persistent problems for the school. This problem results from not having adequate storage for the stage flats, scenery, and equipment to produce a play. Citations have been issued by the State Industrial inspectors and district's insurance representatives for unsafe conditions resulting from congestion.

The music facility component of the bond election would correct the deficiencies that now exist and would bring the facility provision made by the district more in line with what the district expects of the music and drama programs. Budgetary cuts and minimal facilities are often taken at the expense of the arts. Such action does not take into account the discouraging effect on the dedicated student nor the obstacles to the overall quality of the program. The bond election would provide an additional 1,992 square feet of usable space at an estimated cost of $73,704. This cost is justifiable when spread over the number of students who learn as a result of the program, when you consider the citizens who enjoy the product, and the longer range benefit—a citizenry which has an appreciation for the arts.

—Ralph Merklinger

SOURCE: Rocky Ford Daily Gazette, 10-13-75

10-13

AS WE SEE IT

BY ROSS THOMPSON

Weren't those nice two-color brochures R2 school administration sent out to all registered school district voters urging "your favorable vote on this bond issue on Oct. 14"?

Not only were they sent to all registered voters and sent home with students, but thousands more must have been printed, because we've seen them handed out and stacked almost everywhere with hundreds of them wasted.

Those brochures were printed and mailed at taxpayer expense. In other words you're paying for them whether or not you agree. And some of the other pro-bond campaign expenses were paid for by taxpayers. At this point we have not been able to learn the cost from school officials.

"This is indicative of the expansive philosophy of R2 administration; an administrative office full of top echelon people; programs running out our ears, and now proposals to completely remodel two grade school buildings that admittedly are sound."

That remodeling, which will add no classrooms will cost $1,064,240 plus fees, engineering and furniture. This is not new additions. This is remodeling existing buildings.

Agreed that some repairs may be needed. Washington needs a library and lunchroom. Liberty needs a lunchroom and perhaps a resources center so that former classrooms now used for that may revert to classrooms.

We're willing to pay for our share of what is needed. What we object to is placing R2 school district in debt for nearly $5,000,000 (principal and interest) for 20 years for something that, in these hard-pressed times, we can get along without.

Don't say "it doesn't do any good for me to go vote." It can if you will vote "No" Tuesday on both school bond proposals. It's not the end of the matter if it's voted down. It simply means that school authorities may come back with a less expensive plan.

• • •

Here is what three former R2 school board members say about the school bond proposal:

LYMAN EDGAR: "This is way too big a package for the economic conditions of today. We all have many other soaring costs and there are too many undecided factors in the economy. And I could never buy spending that kind of money to remodel old buildings."

ERNEST CAMPBELL: "I concur with the administration that the library is inadequate, gym facilities are inadequate and the band room did not work out as planned. I feel it is a mistake to do any further construction to the grade schools which are becoming obsolete. Spending money on obsolete buildings is pure waste. We are looking to replace these buildings, probably in the next ten years. This bond issue is too large and will hurt too many people. We should back off and look at something we can afford."

ALLAN TEMPLETON: "This is not the time or place for a bond issue. Tearing down what we've got built is tax money not wisely spent. I don't feel comfortable with this proposal."

SOURCE: Rocky Ford Daily Gazette, 10-13-75

Around Town

There was a last minute rush of letters to the editor over the weekend and we're sorry we can't print them. Seven were from teachers and one from a retired teacher, Barbara Evans. Signing the seven teacher letters (all brought in by one person) were Pat McKinley, Dorothy Riggs, H. Records, Noreen Araiza, Anna Lee Schrayer, Mary Totten, Arlene Fox, M. Aschermann, and Nancy Thut. All favor the bond issue and would have had to be printed in Monday's paper.

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Our production capabilities on a weekend are limited. Inside pages of Monday's paper had already been filled and sent to the shop in La Junta at noon Friday when these letters were brought in. In addition, The Gazette received Friday afternoon, too late for publication Monday, a three page article from Supt. Rolland Walters urging approval of the bonds. We have published seven such articles emmanating from his office. Two of them are in today's paper.

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In addition to previously mentioned letters to editor, The Gazette received another excellent one Monday morning less than an hour before deadline from a RFHS coach dealing with need for more physical education facilities at RFHS. Had this and other letters been submitted to us earlier, we would have been glad to publish all of them.

SOURCE: Rocky Ford Daily Gazette, 10-13-75

Interest High in R2 Bond Election

A relatively heavy turnout of R2 school district voters is anticipated Tuesday when the question of new school construction will be decided. There are approximately 3,000 registered voters in the district which includes precincts 12, 13, 14 and parts of 11, 15 and 16. Estimates are running as high as 800 to 900 voter turnout Tuesday. However, only 241 persons cast votes in the school board election last May.

Election is 7 a.m. to 7 p.m. Tuesday at Lincoln school. Balloting will be on two voting machines and there are two questions:

Question No. 1 is for the $1,775,000 indebtedness. This includes entire remodeling of both Liberty and Washington schools inside and out. Interior remodeling would include removal of some walls to use present hall space, an open area concept, which would increase floor space an estimated 20 percent thus acomodating students from Lincoln building, which would be closed.

Each school would have larger dining and multipurpose rooms. 4,000 sq. ft. new additions to each of the elementary schools would house new instructional materials centers.

Estimated cost of the Liberty remodeling is $550,000 and the addition $140,000. Estimated cost of Washington remodeling is $509,240 and the addition $140,000.

Two new additions would be constructed at the high school: a new instructional materials center and a music and drama area. The IMC addition would cost $104,724, and the music addition $73,704. Fees and engineering and furniture costs total $207,332 for a grand total of $1,775,000 on question No. 1.

Question No. 2 provides for construction of athletics and phys ed facilities: another gym, wrestling room, weight room, lockers and shower rooms and offices and storage space. This cost would be $685,000 for a total cost of $2,460,000 if both questions pass.

If you voted in the last presidential election, or if you registered at city hall or county clerk's office this fall (and have not moved) you are eligible to vote. No special registration was required for this election.

Until recent years only property owners who had paid taxes were allowed to vote on bond issues. However, state legislature about ten years ago, determined that tax increases voted in bond elections not only affected property owners but were passed on to renters, and changed the laws to allow all registered voters to cast ballots in bond elections.

SOURCE: Rocky Ford Daily Gazette, 10-13-75

WE BELIEVE ....

Unnecessary spending should stop somewhere. We feel that better use of present school facilities could save the overburdened taxpayers a heavy and unnecessary load for the next 20 years. We feel that education of our children is important but teachers and methods are a great deal more important than fancy buildings.

WE URGE YOU TO VOTE "NO" ON BOTH SCHOOL BOND ISSUES TUESDAY.

Don Fleet
Alvin Schafer
Jean Johannes
George Fujimoto
Ralph V. Read
Norma O. Read
Emily Powell
Bill Scholl
Ralphine Scholl
Donald Wilkins
Carole Wilkins
Lawrence Moore
Emma Heatwole
James C. Evans
Rose A. Evans
Richard Johannes
Olive C. Allen
Orval Allen
Barbara Peats
Harold Peats
Artie Sims
Debbie Roscover
Mrs. Earl Matthew
John H. Bagwell
Pat Bagwell
John Goodwin
Gladys Goodwin
Gerald Goodwin
Lee Ann Goodwin
Donald E. Cotton
Ellinore E. Cotton
T. E. Davenport
Ruby Davenport
Norman Clifford
Addie Clifford
John M. Doll
Mrs. John Doll
Elmer Johannes
Don Amend
Osa Amend
Kelly Amend
Ellen E. Donk
Louis A. Lopez
John McClelland
George B. Blotz
Cora McDaniel
Clyde Bryson
Fern Bryson
Lucille Hill
Gladys Ross
Paul Montanez
J. E. Bales
Elaine Bales
Donna Deweese
Edith Nichols
Bea Fielder
Flossie M. Mitchell
Bert E. Mitchell
Helmut W. Kienitz
Orlo St. John
Clyde Shaffstall
Esther M. Kienitz
Pete Claycomb
Marilyn Claycomb
Charlie R. Lewis
Grace F. Lewis
Henry R. Mullican
Agnes Mullican
Maxine Roscover
Peggy Crosby
Ron Crosby
Lois C. Roe
Alfred L. Roe
Francis Coffelt
Ethel M. Butler
Georgia Coffelt
Delores Clinger
Richard Clinger
Opal Grasmick
Earnest Grasmick
Wes Roscover
Floyd E. Saulmon
Ione M. Saulmon
Robert W. Saulmon
Sally Saulmon
Jim Ensor
Rozan Ensor
Jim Stuart
Howard Trexler
Edna Trexler
Harriet Johnson
Estes Johnson
Anna Dell
John F. Dell
Harriet H. Jackson
Mitzi Moss
Don Moss
Eileen Zimmerman
Micky Eccles
Eldridge W. Saine
Fern Saine
Gary Grasmick
Becky Grasmick
Ethel Wells
Hazel E. Trainor
J. Gordon Trainor
Earl O. Highland
Constance Highland
Charla Harris
John Harris
Dallas H. Geist
Jo Ann Geist
Joe Amend
John Milenski
Judy Clark
Robert C. Clark
Wilbur Ross
Maureen Martinez
Marjorie K. Dickie
Chuck Dickie
Virginia M. Blackford
Fred B. Blackford
Emery Swartzendruber
Jo Swartzendruber
Carl Allen
Gertrude Call
Glenn Call
Fay E. Tapio
Reino (Ray) W. Tapio
Daniel J. Tapio
Mary L. Zimmerman
Karen S. Maier

With skyrocketing costs on every hand, here's your chance to say "NO" to at least one non-vital area of inflation, by voting "NO" on both questions Tuesday.

Your Vote DOES Count. Please Go Vote.

We wish to apologize to the many citizens who expressed a desire to sign this statement. We did not realize until Wednesday that the schools and school personnel were being used to get out the "YES" vote. Then it was too late for us to call on all those opposed to the bond issues.

(Committee Against Bond Issue - Marilyn Claycomb and Harriet H. Jackson, Co-chairmen)

Source: Rocky Ford Daily Gazetee, 10-13-75 (150)

The Rocky Ford School District R 2 citizens, whose names are listed below, strongly endorse the Bond Election and encourage your YES votes on Tuesday, October 14, 1975.

Mr. & Mrs. Rolland Walters
Grace Chapman
John P. Dell
Zolus Motley
Mary Ochoa
Vernie Saulmon
Mr. & Mrs. William A. Bish
Seldon Wood
Waurayne Bird
Susie Padilla
Maxine J. Wilson
Glen Grimsley
V. E. Hollar
Mr. & Mrs. George R. Gregg
Rex L. Mitchell
Stan Bollacker
L. H. Morrison
Lew Babcock (No. 1)
Loren Nelson
Virgil Lindsay
Claudette Lindsay
Lois Freidenberger
Henry Freidenberger
Larry & Kay Batterman
Janet Miller
Loretta Jacob
Donald Poulignot
Carolyn Campbell
Ralph Hendrie
Max Van Patten
Levi Ortega
B. Lopez
Sally Ortega
Don Cadwallader
Molly Bender
Bob Brasher
E. Proctor
Roberta Fromhart
J. B. Dean
Doug Johnson
Marilyn Dean
Allen Cutsforth
William Donnell
Ed & Laura Steadman
Shirley Schmidt
Richard Meyer
S. Mugishima
Jean Hale
Debra Schmidt
Lorraine Minniear
William Schmidt
Ralph Neumann
Connie Mancillas
Donna Neumann
Ronald Fink
Stephanie Tokunaga
Benji Stauffer
Mrs. Robert Grasmick

Robert E. Grasmick
Dave Spolum
William B. Busch
Cedric Totten
Mary Lou Totten
Regina L. Caravajal
Linda Morehead
Agnes G. Carman
Wayne F. Smith
Everett Donelson
Betty L. Edwards
Ralph Merklinger
Milton Montoya
Barbara Montoya
Elloise M. Fraser
Joyce Lund
Katharine Sabec
Richard L. White
Bettie J. White
Kenneth Geist
Edward Cordova
Vidalia Cordova
Darryl Beaven
Pat McKinley
Gail Moreland
Alfred Duran
Albina Duran
Gary V. Sharp
Viola Apodaca
Beverly A. VanDyk
Vivian Wells
Kathy Sharp
Betty L. Engler
Ed Bender
Letha Brubaker
Al Epps
Earl J. Brubaker
Gerald Miller
Annie Berumen
Mike Schneider
Nancy Thut
Kerry Meier (No. 1)
John Thut
Don Gause
Ed Clute
Rex Davis
Dolores L. Garcia
Harold Hancock
Mary Dell
Brian Hancock
Judy Kehn
James Moreland
Edward A. Moreland
Chris Lucero
Homer Knapp
Fernandez E. Sandoval
Mary Knapp
Jesse Sanchez

Eleanor Leyba
George Cary
Iona Louderback
Barbara Evans
Ronald E. Ulery
Jean Ulery
Frances B. Dunn
Ron Gerboth
Kathie Gerboth
Hugh Pickrel
Alice Pickrel
Marge Patterson
Ruth Hensley
Wayne W. Whittaker
Joe Gallegos
Kay Groth
Mary Lou Hardwood (No. 1)
Rose L. Slate
Ben S. Lucero
Charles White (No. 2)
Hazel Johnson (No. 1)
Bertha Gonzalez
Bob Bourget
Julia Ortega
Connie Becker (No. 1)
Alden Knapp
LeRoy Epps
Eleanor Knapp
Sharon Grasmick (No. 1)
Glenda Carpenter
Mike Tafoya
Frank Ruscetti
Leota Jeannin (No. 1)
Joe R. Clinton
Frank Aragon
Grayson H. Gowen
Karen Wilson
Frank M. Cox
Kermit R. Cook
Betty L. Cox
David R. Martinez
Daniel M. Martinez
Velma Grimes (No. 1)
George Anne Martinez
John Segura
Bertha Jeppesen
Phillip Madrid
Olive P. Cook
Carl Dazzio
James Wilson (No. 2)
Ronald L. Wilson
Chuck Slate
Tom Brubaker
Arline Fox
Donna Hillis
Max Van Patten
Bernardo V. Lopez
Bob Nelson

Paid for by Citizens for Continued Quality Education in Rocky Ford, Ed Bender, Chairman

SOURCE: Rocky Ford Daily Gazette, 10-13-75

NO! NO!
NO! NO!
NO!

If you believe as we do that we can't afford a $2.4 million school building program NOW

VOTE "NO"

on BOTH QUESTIONS
in Tuesday's Election

See Our Ad On Page 4

(Committee Against Bond Issue - Marilyn Claycomb and Harriet H. Jackson, Co-chairmen)

Vote "Yes" On No. 2 Bond Issue

Additional coaches' office needed! 7 coaches, 1 office, 1 shower and 5 lockers. No place to plan activities, watch films or to hold individual conferences.

—RFHS Letterman's Club

SOURCE: Rocky Ford Daily Gazette, 10-13-75

School Bonds Defeated

There were 1,350 votes cast in Tuesday's election and proposed school bond issues were defeated five to one.

Results of election, as announced at special meeting of R-2 board Tuesday night, showed both questions heavily defeated: No. 1, which was to issue bonds for $1,775,000 for remodeling and expanding instructional area at Liberty and Washington grade schools; 199 for and 1134 against; and No. 2, which was to issue bonds for $635,000 to build new physical education and athletic facilities at Rocky Ford High School; 205 for and 1145 against.

19 absentee ballots were cast in addition to those who voted at Lincoln school Tuesday.

In May 25, 1961 election authorizing $1,285,000 bond issue to finance construction of RFHS and addition to junior high, total of 1278 persons voted. Result was 2 to 1 in favor (831 for the bonds and 436 against. There was one spoiled ballot, as paper ballots were in use.)

Ratio of vote was similar Aug. 29, 1952 on original bonds for Jefferson Junior High. That bond issue was $190,000 with 833 total votes: 557 in favor and 276 against. Original portion of junior high cost $300,000 with $110,000 federal grant supplementing property tax-financed bonds. Grant was based on number of children attending local schools whose parents were employed at Pueblo Army Depot.

One of the highest turnout of voters in school elections in Rocky Ford was in 1925 when 1841 persons cast ballots in school board election, which saw first woman board member, Mrs. Mattie Fenton, elected.

Source; Rocky Ford Daily Gazette, 10-15-75

Heavy Voting

10-14

There was a big turnout of voters Tuesday in the R2 school bond election with estimates ranging up to 1,000 voters out of a possible 3,000 registered voters. This compares to a total of 241 ballots cast in the school board director election last May. At presstime Tuesday 325 ballots had been cast at Lincoln school where all voting is being done. Polls opened at 7 a.m. and will remain open til 7 p.m.

Bond issue is in two separate questions, printed in both English and Spanish, and requires pulling two levers to vote either yes or no.

R-2 school board has scheduled special meeting at 8 p.m. to officially canvass vote, which by Colorado law must be done within 24 hours after polls close.

Altho no agenda for the meeting had been prepared Tuesday morning, school board can transact other business at tonight's meeting.

Election judges were Irene Lucero, Adelina Chaparro, Irma Rayl and Anna Montgomery.

SOURCE: Rocky Ford Daily Gazette, 10-14-75

AS WE SEE IT 10-15

Overwhelming defeat of two R 2 school building bond proposals Tuesday appears to be a mandate of the taxpayers that in this depressed and uncertain economy, big expenditures are not in order.

There is no reason for school administration to be chagrined, for school officials felt they were conscientiously doing the right thing. We certainly do need some school plant improvements.

We feel that a greatly modified plan, spending the least amount of money possible to make absolutely necessary building changes, would be approved by taxpayers.

Altho most people are earning more money, it is buying less. People are making their old cars last longer, making do with what they already have in every area. They simply expect school leaders to do the same thing.

Sometimes it takes two or three elections to pass a bond issue. Bonding company experts know that and probably will start groundwork to subtly promote a new bond proposal on a smaller scale.

So let's all shake hands and go right on working together as a progressive little community. Most of us live here by choice, not necessity, and only a harmonious community can progress.

--Ross Thompson

SOURCE: Rocky Ford Daily Gazette, 10-15-75,
Editorial

Federal Law Requires Two Language Ballots

BY ANNE THOMPSON

Next Tuesday, Nov. 4, Rocky Ford voters will choose a new mayor and elect or re-elect other municipal officials.

While such elections come regularly at two-year intervals, this will be the first time in Rocky Ford's 88-year history that ballots and other election material will be printed in two languages: English and Spanish.

Tuesday's election is the second such bilingual election in Rocky Ford, the first having been Oct. 14 school bond voting, mandated by federal legislation, which became effective Oct. 3.

Major voting rights legislation was adopted in 1965, when congress suspended the use of literacy tests and similar voter qualification devices in states where less than 50 percent of the residents of voting age were registered to vote.

As Colorado Congressman Frank Evans pointed out in a letter to The Daily Gazette, "The clear intent of this legislation was to prevent states from discrimination based upon race."

In 1970 congress extended the voting rights act for five years, and in perhaps the most far-reaching amendment, lowered voting age from 21 to 18.

This year when it was time to extend the voting law, act was broadened, Evans says, "to make it possible for U.S. citizens, not conversant in English, to participate in the electoral process." This time act was extended for seven years.

Under Title III of the act, specific requirements for the establishment of a bilingual ballot are:

(1) That the language minority exceed 5 percent of the voting-age population in a given government jurisdiction (county, city, school district), and

(2) That the illiteracy rate of the language minority group is higher than the national illiteracy rate. Under terms of the law, persons who did not complete five years of school are classified as illiterate.

Language minorities covered are Spanish-surnamed, American Indians, Asian Americans and Alaskan natives.

Census bureau provides data

for counties who are to be covered, and according to census bureau statistics 22.5 percent of the voting age population of Otero County is of Spanish heritage, thus far exceeding the 5 percent figure in the law.

According to the Census Bureau 4.6 percent of U.S. citizens of voting age, nationwide, have not completed five years of school. In Otero County, the bureau says, 16.4 percent of voting age of Spanish heritage citizens in Otero County did not complete five years of schooling.

Immediate result in Rocky Ford was the Oct. 14 school election. Election notices were published in The Daily Gazette in both English and Spanish, requiring twice the space of previous such public notices.

On voting machines each of the two proposals for bonded indebtedness appeared in both languages. Attorneys for school district's financial advisors, Boettcher & Co., provided the Spanish version of notices and ballot questions, which were reviewed by two local persons, Isaias Araiza and Carlos Maldonado, for accuracy and clarity.

For city election notice was also published in both languages with City Clerk Ellenor Brenneman obtaining translation help from Julia Vigil, RFHS foreign language instructor.

Because space on voting machine does not allow room for indicating candidate's name and instructions such as "Vote for One" and "Vote for Uno," County Clerk Hank Morrison says both Rocky Ford and La Junta will use bilingual sample ballots fastened to a wall inside each voting machine.

Morrison, by virtue of his office, serves as election officer for the county and normally offers advise if requested to subdivisions conducting elections.

His instructions come from secretary of state, who is state official empowered to supervise elections at that level.

Colorado Secretary of State Mary Estill Buchanan told The Daily Gazette in a telephone interview that her office is not directly involved in enforcing bilingual requirements and functions only in advisory capacity.

Colorado, as a state, is covered under the act, Mrs. Buchanan said, and 27 counties, including Otero, are also covered.

SOURCE: Rocky Ford Daily Gazette, 10-30-75

Are Bilingual Elections Really Necessary Here?

BY ANNE THOMPSON

Are both English and Spanish election materials really needed to insure that all qualified local voters can participate fully in local elections?

By federal standards, as specified by Public Law 94-73, 1975 amended voting rights act, counties covered by the law must provide "any registration or voting notices, forms, instructions, assistance or other materials or information relating to the electoral process including ballots...in the language of the applicable language minority group as well as in...English."

Law also specifies guidelines whereby a state or its political subdivisions come under bilingual requirements:

(1) Over 5 percent of voting age citizens were, on Nov. 1, 1972, members of a particular language minority

(2) Registration and election materials were provided only in English Nov. 1, 1972

(3) Less than 50 percent of voting age citizens were registered to vote or voted in the 1972 presidential election.

Census bureau statistics show that Otero County (and Colorado) come under first guideline. In Otero County 22.5 percent of voting age population, census figures show, are of Spanish heritage.

However, the law also specifies that "All three conditions must be satisfied before coverage lies under Section 4 (f) 4."

In past years, including 1972, Otero County has provided pamphlets in Spanish explaining voting requirements, according to Grace Basham, deputy county clerk. Such Spanish language folders were distributed by the county clerk and also made available at each polling place, which would seem to cover guideline under (2.)

Instructions on how to vote have also been printed on large posters in Spanish and German in past years with such signs included with other election materials provided for judges at each polling place, Mrs. Basham said. These have been posted providing assistance to voters who could read one of the other languages, but not English.

Based on participation in both registering and voting Otero County residents have been far above the 50 percent, which the law uses as standard in third guideline. Of 16,324 Otero residents 18 and older, 11,291 or 69.1 percent were registered just before the 1972 presidential election. Total of 8,945 or 79.2 percent of those registered voted for either Richard Nixon or George McGovern.

Overlooking requirement that those voting must be registered, the statistics are still quite impressive. Those who voted represented 55 percent of the total 18-plus population. This compares almost identically with national statistics indicating that approximately 55 percent of those who were registered did vote.

While it is not possible to determine just what percentage of Spanish surnamed persons voted in that election, a spot check of two local precincts indicates that citizens of Spanish heritage have both registered and voted.

Latest statistics for Precinct 13 (north part of Rocky Ford) show that 53 percent of 640 registered voters are Spanish surnamed.

Only election held so far with bilingual ballot was Oct. 14 school bond balloting. Check of poll books shows that 10.9 percent of those voting were of Spanish descent.

However, percentage was higher in two previous English-only elections for school board. May 6, 1975 figure was 12.4 percent, and May 4, 1971 it was 18.3 percent. It should be noted that there were Spanish surnamed

SOURCE: Rocky Ford Daily Gazette, 11-6-75

Mayor Won't Run

9-10

RF City Election Nov. 4

Rocky Ford citizens will vote Nov. 4 on mayor, city clerk and three members of city council.

Mayor George Gregg says he will not be a candidate for re-election. Ellenor Brenneman says she will be candidate for re-election. Councilmen Virgil Lindsay, Ward 1; Councilman Bob Babcock, Ward 2, and Councilman Phil Perez, Ward 3, all told The Daily Gazette Wednesday that they are still undecided.

All are up for election to two-year terms. Previous council had established four-year terms overlapping for council members. However, at last election citizens voted down the arrangement shifting back to two years. However, highest vote-getter in each ward was elected to a four-year term, which leaves Councilwoman Marion VanDyk; Councilmen Seldon Wood and Frank Holder with two years to go. Two years from now all will be up for election.

Citizens who voted in last general election, are registered to vote in the Nov. 4 balloting, which will be by voting machine in the three wards. However, those who did not vote last general must re-register at city clerk's or county clerk's office.

In order to run, a candidate must take out petition beginning Sept. 20 and filed with names of at least 25 qualified electors no later than Oct. 10 (25 days prior to election).

Candidates for mayor or clerk may live anywhere inside city limits. Candidates for councilmen in various wards must be residents of those wards.

Mayor Gregg was first appointed to fill unexpired term of Francis Holler, councilman who resigned. Then he was elected to a two-year term as councilman and subsequently to a two-year term as mayor.

In announcing his decision not to run again Gregg said:

"I make this announcement now, in hopes that community-minded individuals will give serious consideration to taking an active role in our community by seeking the office of Mayor.

"I have enjoyed my terms in city government, as a council member and as mayor, and perhaps, at some future period, I may be privileged to serve the city again.

"I feel fortunate that I have had good city council members to work with. I have also been blessed with outstanding committee and city board members whose advice has helped guide the city in a positive direction. The city is also fortunate to have fine department heads, whose knowledge and leadership make it much easier for the council members and the mayor to perform their respective duties."

SOURCE: Rocky Ford Daily Gazette, 9-10-75

Candidates for Mayor & Clerk

Rocky Ford's only candidate for mayor, **Jim Grimsley**, has had his own certified public accountant firm in the city since 1963. It was the year he returned to the town where he was raised and graduated from the high school in 1954.

In 1961 Grimsley graduated from Colorado State University, majoring in accounting. He has never held a city office. His current candidacy is a first.

"I suppose it's that we enjoy living in Rocky Ford," Grimsley said as his reason for seeking the post. "I feel we ought to be willing to take our turn."

Grimsley said he supports "financial prudence" in local government spending but gave no particular fiscal issue which concerned him.

When asked what he felt qualified him for the office of mayor, Grimsley smiled: "Not a lot, I guess — my general business background." He said his training as an accountant would help him keep tab on city spending.

Grimsley lives with his wife, Virginia, just south of Rocky Ford. They have two sons, Sam, 15, and Brett, 11.

When he first returned to Rocky Ford, Grimsley served as manager of the Chamber of Commerce.

"I enjoy my job. It's really a challenge and I like being with people."

No more reason than that was necessary for **Ellenor Brenneman** to file for her sixth consecutive terms as city clerk and treasurer of Rocky Ford.

Mrs. Brenneman, a resident of the city for the past 18 years, has spent ten of them in her current position as city clerk.

Her husband, Derald, is the x-ray technologist at Pioneers hospital. They have two daughters, Brenda, 17, and Patti, 15. Mrs. Brenneman is a member of Elena Club, Peppy Homemakers and attends the Rocky Ford Mennonite Church.

She and her family live at 1109 S. 12th St.

SOURCE: Rocky Ford Daily Gazette, 10-4-75

Three Candidates in Ward One

"So many things are left to the 'big shots', the people with the money. We want to correct some of the problems. Inform the people of the things they keep hidden," J. D. Pettie said as his reason for filing as a candidate for Ward 1 council seat.

Pettie, a former Rocky Ford police officer and currently owner of the Country Kitchen (for the past two years), said he was concerned with outside businesses moving into the town. He has lived in Rocky Ford since 1957.

"They (the council) are letting people come in here and take our revenue," he said. Pettie added he didn't think the people "liked" some of the council members they voted into office but since no one opposed them they had little choice.

Water and sewer improvements now facing the city council, Pettie said, are important to the city and he is in favor of establishing a better system, but he wants to inform the people of all the steps in making those improvements.

Pettie currently lives with his wife Mattie at 211 N. 4th. He has five children Ellen, 22; Deborah, 20; Judy, 18; Johnny 16; and Patricia, 9.

Carl Dazzio, candidate for the Ward 1 city council seat, said he felt his experience in business and finance would be valuable assets should he be elected to the post.

For the past two years Dazzio has been business manager for R2 school district. Prior to that he was operations manager for Tempo Dept. stores headquartered in Cheyenne, Wyo.

He said his work with school bonds and finances are similar to those the city faces.

"I feel the council needs people with an understanding in these areas," Dazzio explained. A major issue which concerns him is the water and sewer problems of the city and the financing of improvements in the system.

Dazzio said the issue "should be discussed thoroughly" before any money is spent and the issue should come before the people of Rocky Ford.

Dazzio currently lives at 801 S. 2nd with his wife Sharon and their two children Shelley, age three, and Laura, Age two.

"Well, I think we can get a little new blood into the city government, with new ideas and generally make the city a better place to live," Daniel Tapio, candidate for the Ward 1 seat, said.

Tapio, currently in carry-out at Rhoades Food Center — a position he has held for two years — said he filed for office because he was concerned about city government.

A member of the Council of Art and Humanities, Tapio worked at the Coca-Cola bottling plant before working at Rhoades. Prior to that he was a surgical orderly at Penrose Hospital in Colorado Springs.

Tapio said one of the issues which concerns him most was the beer licensing hearing for Love's Country Store.

"I am very definitely opposed to it," he said. "I think we don't need another (beer outlet) in town." Tapio is currently working with his parents in the treatment of alcoholics. It's a problem he has tackled on an individual basis, he said, since he belongs to no alcoholic treatment group.

Tapio presently lives at 604 Elm, but said he plans to move soon.

SOURCE: Rocky Ford Daily Gazette, 10-24-75

Two Candidates in Ward 2

Since 1965 Jim Moreland, candidate for Ward 2 city council seat, has been major owner of the Rocky Ford company holding his name: Moreland Implement Co.

Born and raised in Ordway, Moreland sees Rocky Ford "at an extremely important time" in the area of fiscal responsibilities and expenditures.

Moreland served for four years on the council representing Ward 1. Since that time he has moved into Ward 2 living at 950 Cedar with his wife, Marjorie, and their three sons, Brett, 9; John, 7; and Jeff, 5.

"I feel the experience I have had on the council and my own business experience will help me make the best decisions," Moreland said.

There are no particular issues facing the city which prompted Moreland to seek the post, he said. Moreland added he considered it a "short-sighted way to run a government" to elect a councilman on the basis of a single issue alone.

Maintaining an adequate utilities level and clearing up the situation of a county-operated city dump were just two of the questions facing the council, Moreland considered important.

"Another of the things to decide is if the city is to be 'all things. to all people'. If so, we'll have to pay for it," Moreland pointed out. "But at the same time if we want simply to maintain our present facilities, our tax burde should be no more."

- - -

Bob Ryan has served as general manager of Double H Wire Co. (formerly Truck-weigh Inc.) for a decade and has been active in Rocky Ford's business scene since coming here.

Filing for the Ward 2 city council seat was a first for him but he added: "I'm interested in people and want to be active in representing them."

His business experience and practical experience in the workings of administration he said he feels is an important element in his candidacy.

Water and sewer problems which have come to a head recently before the council, Ryan feels, will be a major issue for the people of Rocky Ford and the city council during the next few years.

"Definitely the major issue facing the city is what to do about the sewer and water problems," Ryan emphasized.

Ryan lives at 803 S. Main with his wife, Margaret Ann. He has three children; Catherine Ann, 22; David, 24; and Rhonda, 23.

SOURCE: Rocky Ford Daily Gazette, 10-29-75

Three Candidates in Ward 3 For City Election on Nov.4

Seeking his fourth term as councilman for Ward 3, **Phil Perez** sees the city "in the middle of some trying times" with the needs of water and sewer improvement and other issues of which he is concerned.

"I've served on the council for three terms and I feel I am familiar with the needs of the city, and know all its employees," Perez said of his fourth filing for the office.

A resident of Rocky Ford since 1951, Perez was born and raised in La Junta. Currently in addition to his council duties, he is a salesman with June Chevrolet and has a local radio program. Prior to that he was in business for himself.

Beyond the need for a new or updated water treatment plant, Perez extended his concern for Rocky Ford's water resources to "the groundwork" needed in other city planning, including new water lines.

He mentioned another issue he felt faced the city council. "One of the big things is maintaining living wages for city employees."

Perez presently lives at 404 N. 11th St. He is a widower and has ten children: Phil Jr., Dolores, Andrew, Kathy, Frank, Tom, Robert, Edward, Larry and Elizabeth.

Rocky Ford has an apparent "first" in **Elwin Morgan**, city parks supervisor, when he filed for the ward 3 city council seat.

Morgan said he understood there had never been a city employee on the council, but there was no ordinance forbidding it.

"I felt somebody on the job would know what's going on first hand," the three-year veteran city employee said. He noted several issues facing the city in the near future, among them the sewer and water situation which may undergo improvements, but said no single issue prompted him to file for office.

Morgan was concerned of the lack of petitions for council seats being submitted shortly after filing opened.

"I think there should be at least two people running for every one of those offices," he said.

A resident of Rocky Ford for 12 years, Morgan currently lives at 502 S. 10th with his wife, Pauline, who works at King's Corner. He has five children: Peggy, Richard, Donald, Betty and Dianna.

A graduate of the University of Colorado law school, **Bart Mendenhall**, candidate for the Ward 3 council seat, has been practicing law in Rocky Ford since January of 1972.

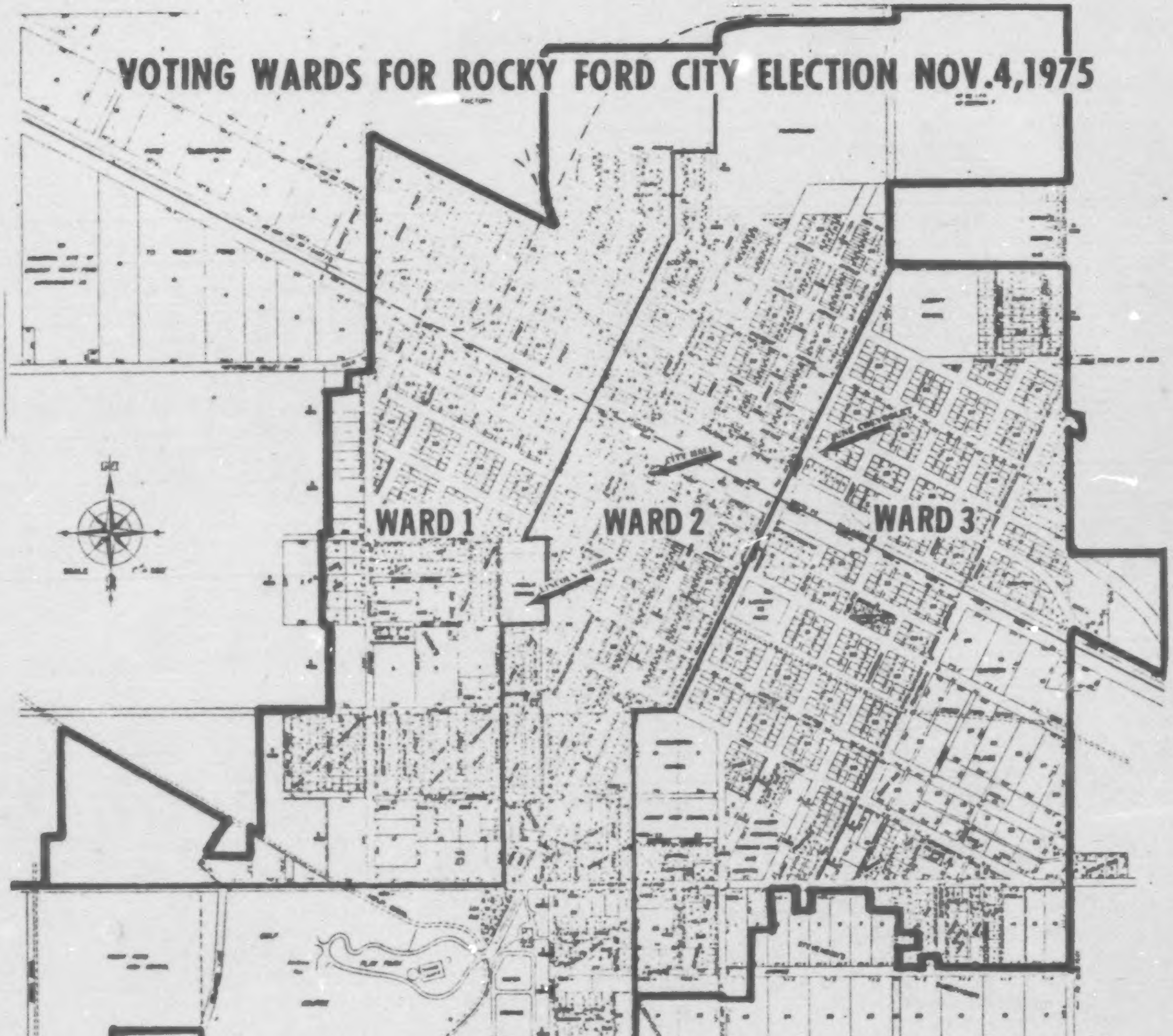
"I feel within the next two years the city is going to have some very basic decisions to make," Mendenhall said of his intent in filing for the position on the council. "If I was going to get involved (in city government) I wanted to be involved at a time like that. There's less point in it, I think, to serve when everything is going easy."

Mendenhall explained the "basic decisions" he saw Rocky Ford facing included the "how" of financing the water and sewer improvements. He added he felt his background in law and business (he received his B.A. in business administration from Colorado College in 1968) would be an asset as a council member.

"We'll have to look much closer at everything," Mendenhall pointed out. He added the "close look" would ensure financial well-being for the city as it faces the major expenditure in improving its water and sewer system.

Mendenhall, a member of RF Lions Club and president of Rocky Ford Intervention Center, Inc. (an alcohol and drug abuse treatment center), lives at 1002 Hopkins. He is a native of Rocky Ford and currently is a partner in his father's law firm.

SOURCE: Rocky Ford Daily Gazette, 10-28-75


VOTING WARDS FOR ROCKY FORD CITY ELECTION NOV.4,1975
CITY HALL
WARD 1
WARD 2
WARD 3

SOURCE: Rocky Ford Daily Gazette

Four New Faces On RF City Council

Carl Dazzio with 133 votes defeated J. D. Pettie, 61, and Daniel Tapio, 56, to win city council seat in Ward 1 Tuesday.

Bob Ryan with 165 defeated Jim Moreland, 83, to become new councilman in Ward 2.

Bart Mendenhall with 141 votes defeated Phil Perez, 56, and Elwin Morgan, 54, to become new city councilman in Ward 3.

Jim Grimsley, unopposed for mayor, got a total of 651 votes including six absentee ballots.

Ellenor Brenneman was reelected city clerk with 663 votes and city treasurer with 606 votes. She was unopposed.

A total of 756 persons voted including 7 absentee ballots, Mrs. Brenneman said. Vote canvass will be made Friday.

Terms are for two years and new council members will be installed at first meeting in January.

Retiring council members are Mayor George Gregg; Virgil Lindsay, councilman Ward 1; Bob Babcock, Ward 2; Phil Perez, Ward 3.

Holdover council members are Marion VanDyk in Ward 1; Frank Holder, Ward 2; Seldon Wood, Ward 3.

SOURCE: Rocky Ford Daily Gazette, 11-5-75

RF City Council Tuesday Night ...

Granted 5 year lease of exposition building on AV fairgrounds to Au' Buchon, clothing manufacturing company for a plant building. First year rental is $150 per month, second year $250 per month and next three years $350 month. In addition the leasee will carry insurance on the building.

Passed on first reading Ord. 553 rezoning lots in 1500 block Locust from R1 to R2.

Heard report of Councilman Virgil Lindsay on county plans for a dump.

Ray Gauna complained to council the "North Eighth street residents are not being treated well by the city". He asked that old fairgrounds wall be repaired, dead limbs and trees removed and the littered street cleaned. The paving, he said, had never been seal coated. Council promised action.

Dr. Roy McKittrick recommended that council diversify recreation facilities at Babcock Park where it's "all baseball". He suggested a mini golf course and playground equipment.

Erhard Hagenau, assistant city administrator, presented map of Bowen subdivision bordered by Spruce, Seventh street and Bowen Ave. pointing out that utility lines ran thru the area and areas seemed to be left for streets and alleys but that none had ever been dedicated. Matter arose because residents of the area asked for street improvements. City Attorney Lew Babcock advised council that it would cost $2,000 to $3,000 just to get engineering survey and abstract examinations before any solution could be worked out on the problem. Hagenau pointed out that there were overlaps on various privately-owned properties, that there is apparently insufficient room for streets and alleys. Mayor George Gregg opined that he felt the city had some obligation there since sewer and water lines apparently are on property owned by Hugh Bowen. Bowen offered to give property to the city. Mayor Gregg named Councilman Phil Perez' civic improvement committee to meet with property owners and see what could be done.

Mayor Gregg delayed naming new members to vacancies on museum and library boards pending recommendations from those boards. He named Esther Grimsley, Darius Miller, Del Wharry, Ross Thompson and Tom Brubaker to a tree board scheduled to meet July 24 and organize.

Mayor Gregg named City Administrator Ken Bruch and Councilman Frank Holder to work with R2 school officials in planning for a new jointly owned swimming pool.

Council approved bills totaling $111,772 including $37,259 on new library construction.

7-23-75

RF City Council Tuesday Night

Rocky Ford city council in regular session Tuesday night:

Adopted pension plan for city employes, retroactive to Jan. 1, 1975, providing 5 percent contributions each by employe and city, effective at end of full year employment, subject to final IRS approval. Plan, which includes insurance, will be under supervision of council-employe committee with First National Bank of Colorado Springs serving as trustee.

Heard progress report from Bob Takeda of M & I Engineering on his firm's current survey of city's water and sewage systems. Takeda said final report and recommendations should be ready in October.

Listened to recommendations on ways to finance water and sewer expansions and improvements from Nicky Deeble of Gerwin & Co. of Denver. Ms. Deeble listed advantages and disadvantages of general obligation vs. revenue bonds and suggested that postponing needed improvements while seeking government grants could prove expensive if construction costs continue to climb.

Authorized Ken Bruch, city administrator, to work out purchase of ¾ share of Catlin water from R. O. Yoder and extending city water to Yoder home on South 16th.

Approved inflammable liquids permit for new Love's Country Store building at Sixth and Elm to install 12,000-gallon underground storage tank, two 4,000-gallon gasoline tanks and five electric pumps.

Renewed 3.2 beer license for Loaf 'N Jug store, 1503 Elm.

Passed on second reading Ord. 553 rezoning lots in 1500 block on Locust.

Approved reappointment of Martha Babcock to five-year term on library board.

Voted to proceed with plans to sell city-owned brick house at Main and Washington, which will not be needed for municipal water plant expansion.

Heard report from Br
that tree spraying should
completed this week and t
seal coating of several stre
will be next on city w
schedule.

Learned from City Attorn
Lew Babcock that civil rig
complaint filed April 4, 1972
Antonio Pacheco against c
relative to Pacheco's requ
that city utility service be
tended outside city lim
north of Liberty school to p
posed trailer park apparen
is still pending. Babcock t
council he had received lett
Monday asking for anoth
concilliation meeting wi
civil rights commission rep
sentatives. Council approv
city attorney respondi
again, as in the past, that
Pacheco complied with ci
annexation and trailer pa
ordinances and paid attenda
expenses such service cou
be provided.

Set Aug. 5 at 7:30 p.m. f
first in series of meetings
work on 1976 city budget.

Decided to have joint publ
meeting with school officia
to hear voter sentiment o
proposed city-school distric
co-operative recreational fa
cilities including swimmin
pool. Date and time of th
meeting to be held at city ha
will be decided and announc
ed.

SOURCE: Rocky Ford Daily Gazette

RF City Council Tuesday Night ...

8-27-75

Agreed to have open house at remodeled fire and police department building and new water quality control lab 3-5 p.m. Thursday, Sept. 4.

Approved use of Play Park tennis courts for outdoor RF high school dance 9 p.m. til midnight Friday, Sept. 5.

Heard Ken Bruch, city administrator, report that almost $6,000 had been spent removing diseased elm trees at RF cemetery and agreed to stop for this year since it would require another $6,000 to complete the job.

Approved Bruch working out an accord with Larry Puckett on installation of water service lines to Puckett's addition at Washington and 17th. City agreed to furnish labor and equipment if Puckett would furnish materials for a new six inch water line. City has already paid for a sewer line.

At request of Fire Chief Frank Wells, agreed to amend sub-division ordinance to require developers to install fire plugs within 500 feet of every new home.

Passed on first reading, ordinance annexing Hancock addition which includes a tract of land owned by Harold Hancock west of RF high school and also including property owned by R2 School Dist., Otero canal, Sam Hall and Ralph Wheat and extending west to Elizabeth Guyton's property. Area lies between Washington on the north and Cottonwood on the south.

Heard Bruch report that city workers will extend water main north on Main street into fairgrounds to grandstand, thence west to Eighth to improve water service and fire protection in the fairgrounds area. In the process, city crews will repair water line leak on Main, Bruch said.

City Attorney Lew Babcock reported that Civil Rights commission has dismissed complaint of Anthony Pacheco who claimed discrimination because city would not extend sewer service to his property outside city limits north of Liberty school.

Mayor George Gregg appointed Ronnie Nava to Housing Authority to replace Phil Madrid whose term expires.

Council approved commendation to Ken Bruch, city workmen, fire and police personnel for the excellent job they did at Arkansas Valley Fair last week.

554

RF City Council Tuesday Night...

Rocky Ford city council in regular session Tuesday night:

Saw colored slide presentation by Erhard Hagenau, city administrative assistant, of problem caused by constantly flowing water in irrigation ditch adjacent to Felix Gonzales home, 1411 Washington. Gonzales' son-in-law, Anastacio Roman, was present and explained that water seepage has undermined cellar wall of the Gonzales home causing portion to cave in and that main floor of the house is buckling and sinking. Police Chief Chris Lucero added his confirmation, reporting that he had also investigated and found basement half full of water. Mayor George Gregg referred matter to public works committee and asked that city attorney be consulted as to city responsibility and possible solution. He pointed out irrigation water is causing problems elsewhere in city, too.

Told Vic Ness, who attended last meeting to request protection of school children crossing Main to attend Washington, that city council police committee is still working on problem and is consulting with school officials relative to installing crossing signs. Meanwhile police are stationed at Main and Pine to direct before school traffic and escort children across the street.

Heard status report from Tom Brubaker, chairman, on city tree board efforts to date. Council then asked that tree board work toward providing specific cost recommendation on removal of diseased elm trees and possible replanting of other varieties for inclusion in 1977 city budget.

Learned that city has worked out agreement with Larry Puckett whereby he provides materials and city provides labor for installation of water lines in Puckett subdivision at southeast edge of city.

Adopted on final reading ordinance 554 annexing Hancock Addition and other property west of Rocky Ford High School to city.

10-15

RF City Council Tuesday Night...

Rocky Ford city council in regular session Tuesday night:

Paid monthly bills totalling $69,131.18.

Accepted with regret resignation of Harold (Sparky) Lorensen, assistant fire chief, effective Oct. 27. Lorensen has accepted a position as fire chief at Lamar.

Heard report from Councilman Frank Holder that city and school district are working to provide flashing red light at intersection of Main and Pine, which will be in operation during hours that school children will be crossing Main to and from school. City Administrator Ken Bruch said warning signs will also be painted on the street at each side of intersection.

Learned from Bruch that city crews are currently cleaning up vacant lots in the city with owners to be billed for work; that 18 full blocks of streets have been sealcoated plus several alleys, driveways and spots on other blocks.

Discussed urgency of obtaining a financial agent to advise city on means of providing funding for needed water and sewer improvements. Matter of selecting several possibilities for recommendation to entire council for action was referred to general government and public works committees (Virgil Lindsay, Robert Babcock, Seldon Wood and Phil Perez).

Heard report from City Clerk Ellenor Brenneman that costs for Nov. 4 city election will be "considerably higher" than in the past because of new federal requirement that ballots be printed in both English and Spanish.

Granted 3.2 beer license to Eugene L. Garcia, new owner of Star Cafe. Action in effect transferred license under which business presently is operated, to the new owner.

Gave final approval of ordinances setting 1976 city budget at $1,005,659 and general fund mill levy for next year at 26.87 mills and capital improvement levy at 2.0 mills.

RF City Council Tuesday Night...

10-29

Rocky Ford city council in regular session Tuesday night:

Unanimously approved 3.2 beer license for Musket Oil Co. of Oklahoma City, Okla., for new Love's Country Store, 601 Elm. Before the vote was taken Councilman Frank Holder, who moved for approval, stressed that vote was not on the merits of drinking or not drinking but on legal criteria including neighborhood needs and desires. Councilman Virgil Lindsay commented that city would strictly enforce law relating to issuance of such a license, especially prohibiting sales to minors.

Also approved unanimously issuing liquor license to new partnership owners, D. K. Jewett and Naidene Rubida, for Bottle Shoppe Liquors.

Authorized Ken Bruch, city administrator, to reapply for federal HUD discretionary grant of $100,000 for water plant, $100,000 for sewer system and $60,000 for housing, working with Frank Trujillo of local Colorado Housing, Inc. Last year Rocky Ford's application was high on list, just below those who were approved.

Discussed, but reached no decision due to strongly divided council members' opinion, on city helping to finance Otero Economic Development Commission in 1976. Such assistance is not specifically included in city's 1976 budget.

Received letter from Colorado Beautiful, Inc., regarding special clean-up day planned Saturday, April 24, as statewide effort and asking city's cooperation.

Received certificate of appreciation from Rocky Ford Nutrition Program expressing gratitude from former Meals on Wheels staff for city help in past and in moving program to Golden Age center.

Authorized city administrator to attend state highway hearing in La Junta Wednesday (today) to represent city in requesting four-laning Hiway 50 to Pueblo, widening bridge on 12th Street (Hiway 71), widening Hiway 71 from junction west of Rocky Ford north to Arkansas River and improving road north from

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RF City Council Tuesday Night ..

11-12

Rocky Ford City Council Tuesday night passed two ordinances (one on second reading and one on first reading), passed a resolution, approved a liquor license renewal, discussed recodification of city statutes, heard committee reports, set a special meeting date, and paid bills totaling $84,971.30.

Ordinance No. 957, concerning the annexation into city of Rocky Ford of some property owned by Don Aschermann south of Hopkins Ave. and east of Lincoln Ave., was passed on second reading.

Ordinance No. 958, changing zoning on four lots on north side of Locust Ave. in 1600 block from R-1 to R-2 due to size of the lots and set back requirements, passed on second reading.

On recommendation of Councilman Frank Holder, council passed a resolution urging state legislature to enact a law providing for a set amount (suggested at $1 to $3) of every fine levied or bond forfeited in state to be set aside in special fund for police training, and the setting up of a state board to administer the fund.

Council approved application of Lloyd's Liquors for license renewal for coming year. Following enquiry of Councilman Bob Babcock, council also voted to send letter to Country Kitchen stating that unless remaining half of liquor occupational tax which was due Jan. 1 of this year is paid within a short period that council would not approve license renewal for that outlet. Council also decided to make this a standard policy: liquor outlets who were delinquent on occupational taxes would not have their licenses renewed.

City Attorney Lew Babcock reported he had investigated two firms who've offered to help recodify city ordinances, publish them and provide annual updates. Book Publishing Co., of Seattle, Wash., estimated cost at $3500, with a nual update costing city $1 plus $10.75 per page. Muni pal Code Corp., of Tal hassee, Fla. estimated cost $4200 with annual update at flat $13 per page. Babco estimated his own time project would run about 40 50 hours at a cost not likely exceed $1500. Councilman B Babcock noted that the ord nances were recodified "fo or five years ago, but we got bum job".

Attorney Babcock agre that the previous recodific tion was inexpensive, b poor. He indicated he felt th either of the companies na ed would provide a much be ter job. Babcock further sta ed that he felt the recodific tion which has been postpone for past couple of years nee to be done as soon as possibl Matter was referred to ge eral government committe with a report to be made next regular council meetin

At suggestion of Councilma Virgil Lindsay, special mee ing was set for 7:30 p.m., We nesday, Nov. 19 in counc chambers to adopt some pla of action on water system im provements. Public is invite to attend meeting.

Present were Councilme Babcock, Holder, Lindsay Phil Perez and Marion Va Dyk, Mayor George Gregg City Clerk Ellenor Brenne man, City Administrator Ke Bruch, City Attorney Bab cock, Councilmen-elect Ca Dazzio, Bob Ryan and Bar Mendenhall, Mayor-elect Jir Grimsley, Mrs. Ryan, Fay and Daniel Tapio, Eleano Lacy and J. R. Thompson.

Public Meeting Monday

Should Rocky Ford Have New City-School Swimming Pool?

Public meeting to discuss Rocky Ford swimming pool needs is being called jointly by Mayor George Gregg and Supt. of Schools Rolland Walters.

Meeting is set for Monday at 7:30 p.m. in the council chambers of city hall.

Presently, city of Rocky Ford is faced with $70,000 to $80,000 in needed repairs for municipal pool to meet state standards, Gregg said.

School district is currently involved in planning for remodelling at Rocky Ford High School (and elementary schools), which will require a bond election.

Possibility of joint financing and use of an indoor year-round pool is being explored by city and school district representatives, and this will be discussed at Monday evening's meeting, the mayor said.

All interested persons are urged to attend the meeting to offer suggestions and comments.

SOURCE: Rocky Ford Daily Gazette, 7-24-75

Discuss $400,000 Swim Pool

Approximately 30 persons, most of them swimmers, lifeguards or swim team parents, attended Monday night's open meeting, jointly sponsored by city of Rocky Ford and R-2 school district to discuss Rocky Ford's swimming pool needs.

For more than two hours those present talked swimming pools with preponderance of audience opinion favoring a year-round pool as a co-operative school-municipal effort.

Listening to comments and occasionally asking questions or interpolating their own suggestions were members of joint committee representing two local governments: City Councilman Frank Holder and Ken Bruch, city administrator; Supt. Rolland Walters and school board members, Ron Ulery and John Iozzi.

Also present as interested observer was councilman Phil Perez. Mayor George Gregg opened the meeting, then joined the audience, where he became a participant in the discussion.

Shortcoming of present pool, especially need for replacing worn-out equipment and repairing the 40-year-old facility, were emphasized by lifeguards James Driskill and Coni Hanzas.

Difficulty of training swimming team during only summer season was pointed out by Mary Ann Williams, Blue Marlin coach, who also declared that younger children were not learning to swim as early in an unheated pool.

Team members Shelly and Mark Spaid agreed that cold water hampers learning and practicing as did Debbie Schmidt, RFHS P.E. instructor, who is teaching swimming at the pool.

Business man Ed Moreland, who is a swimming meet official, indicated he feels year-round pool could be justified by school use. He cited several year-round pools with which he is familiar.

Mrs. Barbara Hanzas, water safety chairman for West Otero Red Cross chapter, reported that interested residents of Fowler and Manzanola areas "urge you to build a pool." However, Mrs. Hanzas tempered her remarks by questioning how luxurious a facility Rocky Ford could and should build, maintain and staff.

A number of parents spoke up in favor of a year-round pool.

Said Mrs. Betty Shima, "I'd like to see Rocky Ford have something other communities would use." Indicating she favors a heated pool she said, "We are paying guards now, when no one is in the pool because it's too cold."

Denzil Bruce said he favored a joint municipal school effort and a swimming program for all grade levels.

Frank Freidenberger, president of Blue Marlin Boosters, said all parent members favor year-round facility.

Parents present speaking in favor of new municipal-school pool included Mrs. Mary Alice Whittaker, Mrs. Jane Milenski, Willie Montoya, Bob Spaid, Bill Bish, Mrs. Janet Miller, Mel Holthus, Mrs. Karlene Scofield and Chuck Malott of Swink, whose children swim on Rocky Ford team.

Almost everyone present spoke in favor of a year-round pool, citing the therapeutic, health and safety advantages of swimming for all ages, of swimming as a competitive school sport and of the lack of indoor swimming facilities between Pueblo and the state line.

Only one cautionary voice was raised, that of Mark Vance, Otero Junior College student, who suggested that improving Rocky Ford's water and sewer system was of more urgent priority than the pool.

Otherwise, most questions came from joint committee members themselves, who suggested that $400,000 year-round swimming pool may be beyond city-school district ability to build and maintain.

Holder suggested that an enclosed outdoor heated pool could be used for possibly five to six months.

In response to question Bruch estimated that this type of pool, built to meet competitive requirements with separate diving area and shallow teaching section would probably cost $225,000 to $250,000. Federal grants are available for outdoor pools, Bruch said.

Mayor Gregg and Holder suggested that forming a recreation district, which can levy up to four mills, might be one way to help finance any new pool construction.

George Houck, Otero County Health Dept. director, urged caution in planning a new pool. "Your water supply is more necessary for sustaining life."

Holder assured the audience that city of Rocky Ford is already working on this problem, that engineering study is being made and that funds from increased water fees are being accumulated to help finance such improvements.

How much would it cost to bring present pool up to state health department standards? Minimum of $75,000, Bruch estimated.

Said Houck, "The pool was built 40 years ago for $5000. You really don't have much left now except a site."

Delbert Spencer, Boy Scout leader, who serves as swimming instructor for Scouts, summarized opinion as represented at Monday night's session, "Rocky Ford had the first modern swimming pool in the valley. Now we need another that will last 40 years."

(169)

SOURCE: Rocky Ford Daily Gazette, 7-29-75

Rocky Ford Gets

$1,005,659 Budget; Two Mill Increase

It took Rocky Ford city council only a few minutes Tuesday night to pass on first reading a 1976 budget of $1,005,659 with a tax increase of two mills for next year.

But members of city council, city administrator, city clerk and department heads worked hundreds of hours ahead of that to first write budgets, then pare them down to a bare minimum.

The 1976 budget contains about 10 percent salary increase for city employes and comparable hikes in several other areas. Administration, police, fire, public works, cemetery, recreation, library are all up. Reductions over the 1975 budget have been made in general government, parks and other general administration.

Last year's budget of $1,122,589 actually included capital improvement funds of $190,000 for construction of the new library, which, if subtracted would leave $932,589 as the regular budget for 1975.

Council members managed to hold the tax levy increase to only two mills by cutting out everything possible, by buying virtually no new equipment and using capital improvement funds largely for any new equipment, and by taking all income over actual cost from utility departments and placing that money in general fund.

Next year Rocky Ford city government expects to transfer to general fund $38,620 from sewage department; $32,413 from garbage fund; $19,366 from the water department.

Hiking the property tax levy from 24.87 to 26.87 will bring in $200,631 from property taxes next year. Part of this is a slight increase in valuation. In addition there is a 2 mill capital improvement levy which will make the Rocky Ford tax total for next year 28.87 mills. (See ordinances on page 9.)

City will use all of its $75,189 federal revenue sharing fund to help run the city next year. This is equivalent to what the city would get from a one percent sales tax, or the equivalent of a 10 mill tax increase on property. (One mill raises $7,190).

Budget for 1976 includes $11,000 for last half payment on the new city bookkeeping machine ($11,000 was spent this year). City is alloting more money next year for building utilities, and custodial care (new city hall and new library); more for court and attorney fees; and $2,000 toward recodifying city ordinances, a sorely needed program. That will pay only half, and city officials plan to pay the other $2,000 from 1977 budget.

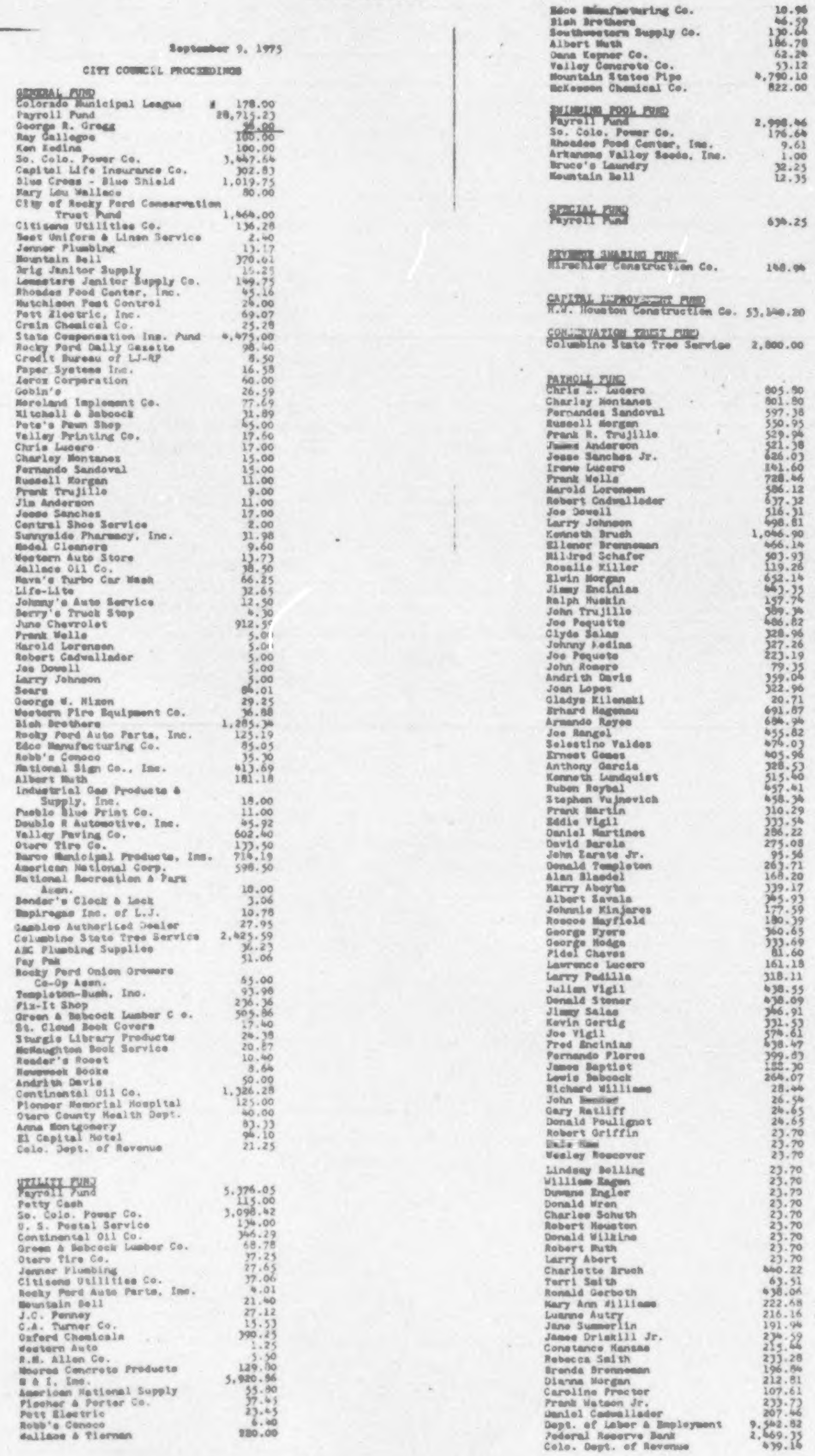
Ken Bruch, city administrator, points out that chemicals for the water plant have soared in cost. That, plus cost hikes in materials and other supplies, has added expense in that department.

"This is a bare bones budget," Councilman Bob Babcock points out. "The budget includes almost no replacement of equipment. We'll just have to keep repairing old equipment to get by. We are using all the revenue sharing money and the more than $30,000 increase in utility fees for the general fund. We are asking city employees to conserve and help the city get by with only a 2 mill levy increase; we feel the taxpayer has just about all the load he can carry."

Bruch has applied for $450,000 U.S. Bureau of Recreation grant for a new swimming pool, tennis courts and other recreation facilities. That's hopeful and futuristic. Next year the city plans to patch up and keep on using present pool and facilities.

SOURCE: Rocky Ford Daily Gazette, 9-24-75

SAMPLE OF MONTHLY EXPENSES FOR ROCKY FORD CITY GOVERNMENT



September 9, 1975

CITY COUNCIL PROCEEDINGS

GENERAL FUND	
Colorado Municipal League	$ 178.00
Payroll Fund	28,715.23
George R. Gregg	~~36.00~~
Ray Gallegos	100.00
Ken Kedina	100.00
So. Colo. Power Co.	3,447.64
Capitol Life Insurance Co.	302.83
Blue Cross - Blue Shield	1,019.75
Mary Lou Wallace	80.00
City of Rocky Ford Conservation Trust Fund	1,464.00
Citizens Utilities Co.	136.28
Best Uniform & Linen Service	2.40
Jenner Plumbing	13.17
Mountain Bell	370.61
Brig Janitor Supply	16.25
Lemasters Janitor Supply Co.	149.75
Rhoades Food Center, Inc.	45.16
Hutchison Pest Control	24.00
Pett Electric, Inc.	69.07
Crain Chemical Co.	25.28
State Compensation Ins. Fund	4,475.00
Rocky Ford Daily Gazette	98.40
Credit Bureau of LJ-RF	8.50
Paper Systems Inc.	16.58
Xerox Corporation	60.00
Gobin's	26.59
Moreland Implement Co.	77.69
Mitchell & Babcock	31.89
Pete's Pawn Shop	45.00
Valley Printing Co.	17.60
Chris Lucero	17.00
Charley Montanez	15.00
Fernando Sandoval	15.00
Russell Morgan	11.00
Frank Trujillo	9.00
Jim Anderson	11.00
Jesse Sanchez	17.00
Central Shoe Service	2.00
Sunnyside Pharmacy, Inc.	31.98
Model Cleaners	9.60
Western Auto Store	13.73
Wallace Oil Co.	38.50
Nava's Turbo Car Wash	66.25
Life-Lite	32.65
Johnny's Auto Service	12.50
Berry's Truck Stop	4.30
June Chevrolet	912.59
Frank Wells	5.00
Harold Lorenzen	5.00
Robert Cadwallader	5.00
Joe Dowell	5.00
Larry Johnson	5.00
Sears	84.01
George W. Nixon	29.25
Western Fire Equipment Co.	36.88
Bish Brothers	1,285.34
Rocky Ford Auto Parts, Inc.	125.19
Edco Manufacturing Co.	85.05
Robb's Conoco	35.30
National Sign Co., Inc.	413.69
Albert Muth	181.18
Industrial Gas Products & Supply, Inc.	18.00
Pueblo Blue Print Co.	11.00
Double R Automotive, Inc.	45.92
Valley Paving Co.	602.40
Otero Tire Co.	133.50
Barco Municipal Products, Inc.	714.19
American National Corp.	598.50
National Recreation & Park Assn.	10.00
Bender's Clock & Lock	3.06
Empiregas Inc. of L.J.	10.78
Gambles Authorized Dealer	27.95
Columbine State Tree Service	2,425.59
ABC Plumbing Supplies	36.23
Pay Pak	51.06
Rocky Ford Onion Growers Co-Op Assn.	65.00
Templeton-Bush, Inc.	93.98
Fix-It Shop	236.36
Green & Babcock Lumber C o.	505.86
St. Cloud Book Covers	17.40
Sturgis Library Products	24.38
McNaughton Book Service	20.87
Reader's Roost	10.40
Newsweek Books	8.64
Andrith Davis	50.00
Continental Oil Co.	1,326.28
Pioneer Memorial Hospital	125.00
Otero County Health Dept.	40.00
Anna Montgomery	83.33
El Capital Motel	94.10
Colo. Dept. of Revenue	21.25

UTILITY FUND	
Payroll Fund	5,376.05
Petty Cash	115.00
So. Colo. Power Co.	3,098.42
U. S. Postal Service	134.00
Continental Oil Co.	346.29
Green & Babcock Lumber Co.	68.78
Otero Tire Co.	37.25
Jenner Plumbing	27.65
Citizens Utilities Co.	37.06
Rocky Ford Auto Parts, Inc.	4.01
Mountain Bell	21.40
J.C. Penney	27.12
C.A. Turner Co.	15.53
Oxford Chemicals	390.25
Western Auto	1.25
R.M. Allen Co.	5.50
Moores Concrete Products	129.80
M & I, Inc.	5,920.86
American National Supply	55.80
Fischer & Porter Co.	37.45
Pett Electric	23.45
Robb's Conoco	6.40
Wallace & Tiernan	280.00
Edco Manufacturing Co.	10.96
Bish Brothers	46.59
Southwestern Supply Co.	130.64
Albert Muth	186.78
Dana Kepner Co.	62.24
Valley Concrete Co.	53.12
Mountain States Pipe	4,790.10
McKesson Chemical Co.	822.00

SWIMMING POOL FUND	
Payroll Fund	2,998.46
So. Colo. Power Co.	176.64
Rhoades Food Center, Inc.	9.61
Arkansas Valley Seeds, Inc.	1.00
Bruce's Laundry	32.25
Mountain Bell	12.35

SPECIAL FUND	
Payroll Fund	634.25

REVENUE SHARING FUND	
Kirschler Construction Co.	148.94

CAPITAL IMPROVEMENT FUND	
H.J. Houston Construction Co.	53,340.20

CONSERVATION TRUST FUND	
Columbine State Tree Service	2,800.00

PAYROLL FUND	
Chris J. Lucero	805.90
Charley Montanes	801.80
Fernandes Sandoval	597.38
Russell Morgan	550.95
Frank R. Trujillo	529.94
[redacted] Anderson	521.38
Jesse Sanches Jr.	626.03
Irene Lucero	141.60
Frank Wells	728.46
Harold Lorenzen	586.12
Robert Cadwallader	637.32
Joe Dowell	516.31
Larry Johnson	498.81
Kenneth Bruch	1,046.90
Ellenor Brenneman	466.14
Mildred Schafer	503.93
Rosalie Miller	119.26
Elwin Morgan	652.14
Jimmy Encinias	443.35
Ralph Huskin	157.74
John Trujillo	389.34
Joe Paquette	486.82
Clyde Salas	328.96
Johnny Medina	327.26
Joe Paquete	223.19
John Romero	79.35
Andrith Davis	359.04
Joan Lopez	322.96
Gladys Kilenski	20.71
Erhard Hagenau	691.87
Armando Reyes	684.94
Joe Rangel	455.82
Selestino Valdez	474.03
Ernest Gomez	405.96
Anthony Garcia	328.53
Kenneth Lundquist	515.40
Ruben Roybal	457.41
Stephen Vujnovich	458.34
Frank Martin	310.29
Eddie Vigil	333.54
Daniel Martinez	286.22
David Barela	275.08
John Zarate Jr.	95.56
Donald Templeton	263.71
Alan Blasdel	168.20
Harry Abeyta	339.17
Albert Zavala	345.93
Johnnie Kinjares	177.59
Roscoe Mayfield	180.39
George Fyers	360.65
George Hodge	333.69
Fidel Chaves	81.60
Lawrence Lucero	161.18
Larry Padilla	318.11
Julian Vigil	438.55
Donald Stoner	438.09
Jimmy Salas	346.91
Kevin Gertig	331.53
Joe Vigil	574.61
Fred Encinias	438.47
Fernando Flores	399.83
James Baptist	182.30
Lewis Babcock	264.07
Richard Williams	28.44
John [redacted]	26.54
Gary Ratliff	24.65
Donald Poulignot	24.65
Robert Griffin	23.70
[redacted]	23.70
Wesley Roscover	23.70
Lindsey Bolling	23.70
William Eagan	23.70
Duwane Engler	23.70
Donald Wren	23.70
Charles Schuth	23.70
Robert Houston	23.70
Donald Wilkins	23.70
Robert Muth	23.70
Larry Abert	23.70
Charlotte Bruch	440.22
Terri Smith	63.51
Ronald Gerboth	438.06
Mary Ann Williams	222.68
Luanne Autry	216.16
Jane Summerlin	191.94
James Driskill Jr.	234.59
Constance Mansae	215.44
Rebecca Smith	233.28
Brenda Brenneman	196.84
Dianna Morgan	212.81
Caroline Proctor	107.61
Frank Watson Jr.	233.73
Daniel Cadwallader	207.46
Dept. of Labor & Employment	9,542.82
Federal Reserve Bank	2,469.35
Colo. Dept. of Revenue	439.14

SOURCE: Rocky Ford Daily Gazette

ROCKY FORD CITY BUDGET, 1976

ORDINANCE NO. 555

AN ORDINANCE ENTITLED: " AN ORDINANCE PROVIDING FOR THE APPROPRIATION OF FUNDS FOR THE CALENDAR YEAR BEGINNING

JANUARY 1, 1976

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ROCKY FORD, COLORADO:

Section 1.

That there is hereby appropriated out of the revenues of the City of Rocky Ford, Colorado for the calendar year beginning January 1, 1976, the following several amounts necessary to defray the expenses and meet the liability of the City of Rocky Ford, Colorado for the calendar year 1976.

BUDGET FOR 1976

	EXPENDITURES	REVENUES
General Fund	$547,115.00	547,115.00
Water Fund	191,000.00	191,000.00
Sewage Fund	66,500.00	66,500.00
Garbage Fund	64,033.00	64,033.00
Special Fund	25,000.00	25,000.00
Swimming Pool Fund	19,490.00	19,490.00
Golf Course Improvement Fund	1,000.00	1,000.00
Revenue Sharing Fund	75,189.00	75,189.00
Capital Improvement Fund (2 mill)	14,932.00	14,932.00
Conservation Trust Fund	1,400.00	1,400.00
GRAND TOTAL	$1,005,659.00	$1,005,659.00

The City Council hereby finds and declares that an emergency exists and that the public health, welfare and safety requires that this ordinance shall be and become effective five days after its final passage and publication.

George R. Gregg
Mayor

Ellenor Brenneman
City Clerk

ORDINANCE NO. 556

AN ORDINANCE ENTITLED: "AN ORDINANCE FOR THE MILL LEVY ON EACH DOLLAR'S WORTH OF PROPERTY AS PER THE ASSESSED VALUE THEREON AS SHOWN BY THE ASSESSOR OF OTERO COUNTY FOR THE YEAR 1975, AS FIXED BY THE BOARD OF EQUALIZATION."

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ROCKY FORD, COLORADO:

Section 1.

That there be and is hereby levied upon each dollar's worth of property within the corporate limits of the City of Rocky Ford for the purpose of defraying the necessary expenses and paying all legal obligations of said City for the calendar year beginning January 1, 1976.

GENERAL FUND	26.87 Mills
CAPITAL IMPROVEMENT	2.0 Mills

On each dollars worth of property as per the assessed value thereon as shown by the return of the assessor of Otero County for the year 1975 as fixed by the Board of Equalization.

The City Council hereby finds and declares that an emergency exists and that the public health, welfare and safety requires that the ordinance shall be and become effective five days after its final passage and publication.

George R. Gregg
Mayor

Ellenor Brenneman
City Clerk

SOURCE: Rocky Ford Daily Gazette, 10-15-75

In Otero County

Property Taxes Carry Heaviest Load

How much of the money needed for local governmental operations in Otero County comes from property taxes?

Do these taxes produce a greater or a smaller proportion of locally-raised revenue than they do in other communities?

Property taxes have always been the chief source of such revenue in most sections of the country and they still are. But they no longer carry as large a share of the load as they did in former years.

With cities and counties requiring more money each year to provide necessary public services, which have been growing more expensive because of the rising cost of labor and materials, they have been forced to increase existing taxes and to seek additional revenue from other sources.

As for property taxes, they have reached the point in many communities at which attempts to boost them any higher are meeting with stern resistance.

In Otero County, according to the latest findings of the Department of Commerce, approximately 76.5 percent of the revenue obtained from local sources comes from property taxes.

In other communities across the country, an average of 63.5 percent is from such sources and, in the State of Colorado, 62.4 percent.

The relative importance of the property tax has been offset, in many localities, by the newer taxes that have been imposed in the last decade or so, such as the gross sales tax and the local income tax. The yield on these two has increased three-fold in the past 10 years.

As a result, although the property tax is now producing $50.9 billion a year nationally, as against $22.6 billion in 1965, it represents a much smaller proportion of the total collection than it did then.

The Government's report shows that property taxes are considerably higher in some sections of the country than in others.

In Otero County, the figures indicate, the amount being collected annually through property taxes is equivalent to $169 per local resident.

Elsewhere in the United States it is $205 per capita and, in Colorado, $219.

SOURCE: Rocky Ford Daily Gazette, 10-15-75

Pest Control Bill Criticized

If there was any consensus at the legislative hearing Tuesday in La Junta it was this — get Uncle Sam off of our backs. But it wasn't all laissez-faire. Everyone wanted some kind of a law to force his neighbors to control weeds.

The agricultural interim committee heard out everyone who wanted to speak on three subjects and then opened the door to comments in general. It took almost six hours with a goodly number of almost 100 starters staying through both morning and afternoon sessions.

The subject which drew the most and hottest comments was pesticide controls. Everyone was against it. On the contrary all were in favor of noxious weed controls. When it came to the third subject, the warehouse bill, the comments were generally critical, but no one was agitated. They could take it or leave it.

+ + +

For the most part the ten members of the agriculture committee who were in La Junta for the hearing, were themselves critical of the Pesticide Control bill for which they were taking soundings. But they were resigned to the necessity of doing something to meet the demands of the federal EPA (Environmental Protection Administration).

What that something was was the unanswered question. For the EPA had handed down a vague dictum that states which failed to enact pesticide control legislation would be shut off from use of restricted pesticides. But never has EPA spelled out what they would accept as control legislation.

An even bigger unanswered question was the backyard gardener. He used pesticides just the same as farmers. Should he be also forced to take out a license . . . attend seminars?

No one seemed to have an answer. Though it was put into the record that 30 per cent of the objectionable chemicals were bought and used by the backyard farmers.

Under consideration by the state agriculture committee was a bill which they hoped would get by EPA but would not be too burdensome on agriculturists who have come to depend on herbicides.

The bill considered would do three things:

1. It would make it possible for an individual farmer to obtain and use restricted pesticides by taking a test (home study) to obtain a license.

2. Or a farmer could obtain a license by attending a seminar — no test, just attendance.

3. And for unforseen emergencies, a temporary one-time license.

The objections first heard were low key. Charles Hobson, speaking for the Farm Bureau, urged education rather than licensing. Though Hobson closed on this note: "Inch by inch we are being regulated . . . the time is near when no one can run his own business."

The necessity of any controls was challenged by Pueblo County dairyman Bob Wiley. What's the loss if the EPA does cut off pesticides? Pesticides have already been so weakend that "we can't kill flies," said Wiley.

The frustration resulting from weakened pesticides was echoed by Don Feller of Wiley. "They've already taken away from us our tools," said Feller. He was talking about his efforts to control fall army worms. "Only way you can kill them is with a fly swatter."

The real battle cry was emitted by Otero County Sanitarian Jack Houck from Rocky Ford. "If EPA has facts and figures why don't they reveal them? The farmer is just being saddled by a bunch of bureaucrats in Washington."

It is time we reject everything they hand down as gospel, said Houck.

Houck was followed by Rocky Ford seed man Bob Applemen. He put into the record a poem lamenting the decline of democracy as a result of too big government.

Rocky Ford onion man Frank Holder said that for 25 years the Food and Drug Administration had tested samples of onions. Never had they reported traces of pesticides. "Why require onion growers to be licensed to use herbicides?" asked Holder.

In closing Holder said that in a related silly ruling Rocky Ford water had been challenged as unfit to drink. "It may be hard to wash clothes, but it hasn't made anyone sick," said Holder.

Sen. Jim Kadlecek of Greeley cautioned against open defiance of EPA. What if EPA did withdraw all restricted pesticides? "We should be prepared with a bill in Colorado," said Kadlecek.

+ + +

Under consideration for control of noxious weeds was legislation that would set up in each county a weed control office to assist farmers in weed control methods. The cost would be paid 25 per cent by county, 75 per cent by state.

Sen. Chris Wunsch asked what would be done about federal lands. Would Uncle Sam chip in? Sixty per cent of Colorado land is federal and at least 60 per cent of weed seeds come from federal lands.

Orville Drake of Monte Vista reported on the workings of the Rio Grande Pest Control District. But he reported that both state and the feds were reluctant to participate.

Sen. Wunsch pointed out it was futile to control weeds if water carried new seeds from the high country.

Feller from Wiley pointed out that the historic method of weed control had been taken away from farmers. "We used to burn ditch banks and borrow pits," said Feller.

+ + +

Curtis Bentley of the State Agriculture Department outlined proposed changes in the Commission Merchant, Broker and Dealer Act.

Bentley drew fire from Truman Lusk. Lusk said that the original intent of the act had been to bond dealers against short check artists. But now the act was imposition upon the little man who likely paid cash for the produce he bought.

Frank Holder was blunter. He scoffed at the advantages of bonding. "Did anyone here ever collect from a bonding company?" asked Holder.

Instead of raising license costs as suggested by Bentley, Holder had another idea. Let those 20 employes (in Bentley's office) look for other jobs and put the savings in the general fund," said Holder.

SOURCE: Rocky Ford Daily Gazette, 10-23-75

7-10

Cut Welfare Administration

The welfare department faces another crisis. The director has been told to trim his administrative budget for the next 12 months. There is no way it can be done, said County Director Bill Ziegler, except by laying off five to seven staff members.

Ziegler told the county commissioners Tuesday morning that he had received administrative allocations for the 1976 fiscal year (which started July 1) and was told to submit a budget to conform to the totals shown.

The allocations given Otero were not only less than the present budget by $19,489, but were $43,460 under the projected costs for the department after the first of the year.

Comparison of State Allocation for Welfare Administration Compared with Projected Local Estimate of Need.

Line Items	State Allocation	Projected Need
Personal Services	434,152	486,000
Operating Expenses	54,101	38,400
Travel	9,949	11,400
Equipment	1,493	6,900
Office Rent	4,313	4,313
Total	503,553	547,013

To make the crunch more critical was this part of the directive from Dr. Henry A. Foley, executive director:

> **"Allocations are made by line item, and transfers between line items are prohibited without prior approval from the state office."**

Which meant that the county department could not use a surplus in "operating expense" to ease a shortage of "personal services."

The surplus wasn't enough to offset the deficit, but it would help.

Deficit in Personal Services	**— $51,848**
Excess in Operating Expense	**— $15,701**

Adding insult to injury was a proviso that the county submit its revised (and reduced) budget by July 14.

> **"No distribution of the July 1975 monthly administration advances will be made until the allotment form is received and approved by the state office," said the directive.**

Further the county was warned not to count on supplemental appropriations in the upcoming year.

The county attorney commented that the state was superseding the commissioners right to adopt a welfare budget. But Rex Mitchell admitted that it would be a tough lawsuit to bring. Especially since the state and the feds were picking up 80 per cent of the welfare budget.

Will Reduce Welfare Taxes

9-23

The director of Otero County Social Services told the cou commissioners Friday that the mill levy for welfare in Ot County could be reduced in 1976—possibly by as much as o mill. Present welfare levy is 6.4 mills.

Three things will make possible the reduction said E Ziegler. Not one of the three is an indicated reduction in t welfare load. Making possible the reductions will be, sa Ziegler:

1) An increase in county assessed valuations.

2) A sharp decrease in administrative costs—amounting to a reduction of over $100,000.

3) A reduction in the size of the average welfare family.

Ziegler had only a guesstimate to account for the reduction family size. But he said the reduction was positive. T reduction was this—

During the past five years the average ADC family has gone from an average of 3.5 members to today's 2.5 persons.

During the past five years the average ADCU family has shown the same drop on one person, from 4.5 persons to today's 3.5 persons.

ADC is Aid to Dependent Children, normally a mother a children.

ADCU is Aid to Dependent Children with Unemploy Fathers. There is a man in the home.

Ziegler's lone guesstimate of a reason for the decline w more family planning for married couples—coupled with increase in family units comprised of an unwed girl and o mistake.

Family planning does not have to be practiced but it mandatory that the information be provided all welfa recipients.

Ziegler obtained permission of the commissioners for i terviewing court house employees by state workers on a pr test of a questionnaire being developed by state social servic on child abuse.

Also Friday:

Commissioners authorized Resource Investigator Ern Mascarenas to sign criminal information complaints, former signed only by the director. Also approved was attendance Mascarenas at college classes on Personal Finances.

Okayed purchase of two Citizen Band radio car units.

Commissioners informed that no longer could indige funerals be financed for a maximum of $350. Ziegler said t going rate was now $500 for funeral and $200 for burial. A tot of $700.

SOURCE: Rocky Ford Daily Gazette, 7-10 and 9-23, 1975

Wanted: More Food Stamps

9-4-75

The ways of welfare are weird. Three directives received by the Otero County Social Services Department had contradictory thrusts. As detailed Tuesday to the county commissioners, Bill Ziegler, county director, three numbered county letters did this —

1. A lid was put on spending for foster care in institutions. If exceeded the extra is all at county expense. County Letter 940.

2. A lid was put on spending for day care. If exceeded the extra is all at county expense. County Letter 943.

3. The lid, if any ever existed, was thrown away on utilization of food stamps. The Otero department was told to get with it and make sure that every eligible person in the county either used food stamps or gave a reason why he chose not to use food stamps. County Letter 944.

A county letter is apparently the means of passing down to county level the mandates of the state board of Social Services. Numbered letters could be compared to the Ten Commandments on tablets of stone — except that detail is too voluminous and transient to go on stone.

+ + +

Ziegler was apparently nonplused by the food stamp directive. To meet a deadline he put a second hat on the department's present food stamp technician. Horace Moreno was given the additional title of Outreach Coordinator.

But Ziegler said it would be next to impossible to free Moreno 50 per cent of the time to recruit new users. And the directive said the coordinator, if part-time, must devote 50 per cent of his time to recruitment.

Come the first of October, it will be necessary to fill out the first of monthly reports. The state and HEW want to know in exhaustive detail what each coordinator has been doing. Which includes a quote on why anyone would turn down the opportunity of buying discount groceries via the food stamp program.

So October 1 is D-Day for Food Stamps Outreach. Ziegler is going to have to show some results.

According to statistics sent with County Letter 944, there are all kinds of prospects to be cultivated in Food Stamps. All the Outreach Director need do is to walk down the street. Every third person he meets, according to HEW guidelines, is a person below poverty guidelines. As such he is likely eligible to buy a certain number of food stamps.

But every third person is not buying food stamps. Only one in seven presently does. More than half of those eligible are failing to do so. Which gives a lush field of prospects.

Here's the Otero County statistics as quoted by Ziegler from County Letter 944:

1975 Population — 25,764
Below Poverty Level — 8,296
Buying Food Stamps — 3,579
Prospective Buyers — 4,699

+ + +

Ziegler told the commissioners that the foster care limit of $560 per month would not immediately pinch. Otero County is now averaging slightly less than that figure. But the average was maintained by luck. Some foster care in institutions will run in excess of $1,000 per month.

Threatened, however, will be the tri-county receiving home Helping Hand. This home, opened in October, 1973 serves Otero, Bent and Crowley Counties. It cannot operate on the imposed ceiling of $271 per case.

The day care lid also will give Ziegler no immediate pains. Otero is operating under the announced lid. Due in the main, Ziegler said, to Otero's extensive utilization of in-home care. That is, instead of sending the child to a day care center, the department often arranges for a relative to come into the home and care for the child.

+ + +

Ziegler told the commissioners that a child support unit had been set up with Ernie Mascarenas as the head. Mascarenas will make follow-up on non-support cases, just as he now does as Resource Investigator.

But the chore of following up every month to make sure that support payments continue to come in will be a chore of the Recovery agent. This will be one of the two new employes. The second new employe will be the clerk typist.

SOURCE: Rocky Ford Daily Gazette, 9-4-75

Rural Fire Election For New Truck Slated

10-8

Rocky Ford Rural Fire Protection District board Tuesday voted to purchase a new fire truck for city and rural use. Price of new Howe pumper truck which is similar to present one owned by the city, will be slightly over $50,000, and will be equipped with a 1000 gallon water tank. Main difference will be that new truck will be diesel powered.

Rural Fire district presently has $15,000 on hand, but will need to obtain authorization to borrow $40,000. This will be done in an indebtedness election to be held possibly the last of November or first of December. Election will be for 1.5 mill levy increase, with truck to be paid for within two years. Present mill levy for operation and maintenance of rural fire district is 1.3. Board adopted new budget for next year, to include cost of new truck.

Bart Mendenhall, attorney for board of directors, pointed out that hose for a new truck has been purchased over a period of two years, and also some hardware and equipment from existing fire trucks can be used. Oldest rural truck will be sold.

Present at Tuesday's meeting were Monroe Haines, president; Franklyn Heatwole, secretary; Harry Aschermann, Sr., treasurer; J. Buel Adams and John Schweizer, Jr., members of board, Frank Wells, Fire Chief, and Attorney Mendenhall.

19% Property Tax Exempt

8-24-75

Approximately 19 percent of property within Otero County is tax exempt, according to records being prepared at court house. Figures show that tax exempt property amounts to $11,148,850, while total valuation in 1975 for tax purposes amounts to $59,470,150, according to Wayne Brown, county assessor.

List of all property owners in tax exempt category, with rated valuations of property includes federal, $1,594,660; state, $2,025,580; county, $550,750; political subdivisions, $4,326,510; religious worship, $710,630; charitable organizations, $84,900; parsonages, $117,107; all other, $1,738,650.

1976 Otero Health Dept. Budget Set at $213,483

8-28

General health budget for Otero County Health Department was presented for discussion and approval at meeting of Otero County Board of Health Monday at Rocky Ford.

Overall budget for 1976 was set at $213,483.97, as compared to $191,973.75 for 1975.

Difference of $21,510.22, an increase of 11 percent, reflects addition of one staff nurse, Mrs. Peggy Martin, R.N., who will be doing general publi health and school nursing i La Junta area; staff raises raise in social security, an other expenses such as telephone and postage.

It was pointed out, howeve that tax base will remain th same, and additional monie will be raised from contracte services. Budget will be presented to county Sept. 10 fo final approval.

Board discussed never-ending problem of disposing of infected elm trees, and wha methods are best with leas expense. Included was burning, burying or chipping tree Further study will be made

Home health services wer discussed, with very fe changes noted except possibl higher rates by Blue Cros

George Houck, secretary t board, informed member that public hearing befor state board of health will b held in Denver, Sept. 17, regarding disposal of sludg from city sewer plants an septic tank wastes. Houck als arranged for county commissioners and others to atten meeting in Ft. Morgan Thursday, Aug. 28, to observ operation of that county' sanitary landfill, and to review with state health engineers the latest in landfil procedures of operation.

Members present at Monday meeting included Eldon Warren, Dr. Tom Frankmore, Re Mitchell, Dr. Wanda Girard Earl Beegles, Harold Spear Charles Kouns, Garth Grenard, G. G. O'Brien, budge clerk, and Houck.

10-27

Busy Agenda For LAVCOG

On agenda for Nov. 5 meeting of Lower Arkansas Valley Council of Governments (LAVCOG), will be review of migrant health program, which provides health care services to domestic migrants and their families thru Colorado State Health Department.

Also reviewed will be water treatment facility for town of Ordway, project which would enable that town to supply potable water requirements estimated at 250 million gallons per year, for improvement of water quantity and quality for present population and for operation of a meat packing plant.

Also to be reviewed will be Sun Valley Manor single-family housing project (40 units) at La Junta; alcohol and drug abuse program (Las Animas Bridge House).

Other items will be resolution for approval of state water quality plan; proposed grain storage and drying facility at Vilas; 1976 work program including human resources program, and areawide agency on aging.

Meeting will be held at 7 p.m. at Cow Palace Inn in Lamar.

SOURCE: Rocky Ford Daily Gazette

LAVCOG Okays Hiway Plans

Directors of the Lower Arkansas Valley Council of Governments (LAVCOG) approved three highway-related plans in the Rocky Ford area Wednesday at its meeting in Las Animas.

Preliminary engineering reports on four-laning U.S. 50 between Fowler and Manzanola and improvement of U.S. 50 from the east urban limits of Pueblo to La Junta were both approved.

Both projects are state and federally funded at $75,000 each. An environmental impact study is also planned for the project from East Pueblo to La Junta.

In addition to charging the State Hiway Dept. with conducting the study, the LAVCOG directors okayed widening and improvement of state highway 71 from Ordway north 3.5 miles to the Colorado canal.

The $500,000 project, already underway, will include right-of-way acquisition and widening of the existing roadway to two 11-foot travel lanes and six-foot paved shoulders.

SOURCE: Rocky Ford Daily Gazette, 9-4-75

Full Time Deputy DA; To Eliminate Parttime

David L. Quicksall was sworn in Friday as a full-time deputy district attorney for Otero, Bent, and Crowley counties.

Quicksall attended La Junta High School where he graduated with honors in 1968, and worked two summers as legal intern for Otero DA's office as well as one school year as a legal research assistant for the Boulder DA. He served one year as Boulder County bail bond commissioner. Between high school and law school at the University of Colorado, Quicksall attended Colorado School of Mines, graduating with a B.S. degree in engineering, with high scholastic honors, in 1972. While awaiting the results of the Colorado bar exam, Quicksall returned to La Junta and resumed working in the district attorney's office as an investigator-law clerk until being sworn in as a Deputy DA Friday.

According to District Attorney Durant Davidson, Quicksall's addition to the staff represents the first step away from the old part-time deputy program and toward a system of full-time personnel.

Davidson stated that based on his past three years' experience he concluded recently that the old system of employing part-time deputies has become outmoded and unsatisfactory in view of his office's constantly climbing caseload. That conclusion, Davidson says, was also reached by the recently adopted ABA standards relating to criminal justice, which recommend that all assistant and deputy district attorney positions be made full-time.

Davidson's next step toward that desired goal is the elimination of two current part-time deputy DA positions, effective Jan. 1, 1976, and their replacement with one other full-time deputy. Current deputy DA's are Mike McDivitt and Ed Garlington, Jr., both of La Junta. Lew Babcock, of Rocky Ford, is assistant DA, also a part-time position.

Davidson pointed out that his intended program will not cost the taxpayer more money. His proposed budget for the coming year calls for total expenditures for the office within $700 of the budget that the office has operated on during the current year, and that his proposed budget for 1976 is still over $10,000 less than the 1973 budget of his predecessor for the three counties.

10-17

County Using RF City Dump

Rocky Ford's sanitary landfill north of town, which is currently operated and maintained by Otero County and used as a county dump, has only temporary status in the eyes of state health officials.

According to county engineer, John Aldrich, a proposed 80-acre site roughly five miles southeast of Rocky Ford will serve as a new county landfill. The site has been approved by the state, Aldrich said but preparing the tract for landfill use will probably not be completed before the end of the year.

The landfill north of RF, altho still owned by the city, was turned over to the county last spring with the condition they operate and maintain it. Currently the dump has only one county bulldozer and operator during business hours from 8:30 a.m. to 4:30 p.m. weekdays.

Any resident in the county may dump garbage at the landfill, city administrator, Ken Bruch, explained. Aldrich, however, said there are particular locations to deposit cut trees, large appliances and tires.

Bruch said none of the refuse is burned as that is in violation of state health laws.

New Otero Dump Okayed

10-30

Otero County Board of Health Monday learned that letter of approval had been received from State Dept. of Public Health on operation of county sanitary landfill. Southeastern Colorado has received a clean bill of health in agency presentation to state board on Air Pollution, Oct. 15.

However, a clean bill of health on "water quality control" was not received, due to a few cases of city and town violations on sewage discharges and some cattle feeding operations, according to George Houck, board secretary and director of Otero County Health Dept. Houck pointed out that this area has fewer problems of serious nature than most, as long as E.P.A. holds back on excessive requests.

Houck discussed with board the problem of head lice in schools, action taken by schools, health department and legal counsel. Problem is much improved and it is expected to become better, he noted. "We will not accept repeated cases of head lice in a family," he stated.

Board was informed of new H.S.A. (Health Service Agency) concept as set forth by H.E.W. concerning planning and implementing health programs in all states, and bypassing state law. Houck reported that Colorado health department has asked for a legal opinion on the project and will also submit it to next year's session of legislature.

Board elected to participate as a member of poison control center in Denver, which assures this area of immediate information on all poisoning cases by phone. Cost to area is $240 per year, or one cent per capita.

Houck informed board
A-95 review request fo
way-Crowley County,
would give Ordway ap
for FHA funds in amo
$375,000 to construct a
treatment plant to p
Ordway and a proposed
packing plant adequate
water. Such A-95 was r
mended and sent to LAV

Board discussed review
95 for funding of state
department migrant pro
in amount of $589,141.
voted to make their ap
on a conditional basis, w
by more money is spe
services to migrants, an
for administrative pers
If said program is not
accountable in 1976 s
than in 1975, board woul
approve further fundi
1977.

Houck reported to boar
review of "Bridge Hou
Las Animas" Alcohol
Drug re-funding would be
sented to Region 6 Co
hensive Health Boar
Tuesday, Oct. 28. Decisi
board was not to subm
proval to this project if
were to provide any ty
services contract or othe
to center in Rocky Fo
Baca County.

Bills in amount of $10,
were presented and app
for payment, and minut
September meeting wer
proved. Members prese
cluded Rev. Robert D
cey, president; Dr.
Davis, Dr. Wanda Girard
Mitchell, Harold Spear,
Vess, Garth Grenard,
Tom Frankmore, Ch
Kouns, and Houck.

SOURCE: Rocky Ford Daily Gazette

)tero County Assessment)p $828,606 This Year

4-7-75

aluation of Otero County operty showed an increase $828,606 in 1975 over the 1974 ure of $47,071,414, accord- to County Assessor Wayne own.

he 1975 evaluation showed ,900,020 in assessed operty resulting from in- eases in the six school dis- cts of the county.

argest increase was gistered in the La Junta R-1 ool district up $267,608 m last year. R-1's net luation of $18,881,643 com- ed with $18,614,035 in 1974.

Rocky Ford valuation in- ased $255,536 above the 4 figure of $16,704,390. cky Ford R-2 district, the t assessed in the county, $16,959,926 this year.

the smaller districts: nzanola district J-3 jumped $1,968,410, an increase of 282 over the 1974 figure of 29,128.

Fowler showed a greater increase of $192,599 in 1975 with an assessed property value of $4,445,869 in the R-4J district. The district's 1974 valuation was $4,253,270.

District 31 in Cheraw upped its valuation to $2,374,228 — an increase of $70,686 over the 1974 figure of $2,303,542.

Brown reported Swink's district 33 valuation for 1975 at $3,269,944, up $2.895 over the 1974 total of $3,267,049.

Otero county assessor said the increase was not as substantial as might have been expected since movable structures — assessed along with permanent property — were not included in the evaluation total of each district.

In 1974, Brown said, movable buildings in the county were assessed at $354,244 while a similar survey of buildings his year reached only $132.047.

Record $4,237,429 Otero County Budget for 1976

11-12

The Otero County Commissioners Monday adopted a county budget which called for expenditures of $4,237,429 in 1976 — the largest budget in the county's history.

Although the county budget is a record in total size the tax levy will be a modest increase of 0.56 mills from the present year. And the levy with the single exception of the present year, will be the lowest in the past five years.

No citizen turned up for the scheduled budget hearing. So the commissioners adopted the budget as drawn. In doing so, they turned down a last minute request by the county judge to throw together three small offices to give the county court a large hearing room.

The decision was influenced by estimated cost of removing two fireproof partitions. The estimated cost was given as $2,500 — an amount of fat non-existent in the lean budget.

Judge Cover Mendenhall told the commissioners that the county court would still have to rely on one of two district court rooms for jury trials even if the hearing room request was granted. But Mendenhall said other cases could be expedited which indirectly would speed up the handling of jury cases.

Mendenhall reported that there had been a sharp increase in demand for trial by jury. Some were settled before going to trial. Even so the docket for jury trials found trials scheduled as late as next March — which was bad business according to Mendenhall.

Mentioned in passing was the possibility that the county court might use space in the basement. But the idea was not developed. All that was pinned down Monday was scuttling any possibility of putting small offices together in the judicial wing.

The Otero County courthouse was built to house a district court, a county court and a couple of justices of the peace. Two court rooms were provided.

Subsequently a second district judge was given this judicial district. Which meant that the two courtrooms were required for district court. Since then the county court has utilized courtroom space as available.

11-3

Small Otero Tax Hike

Otero County budget (now open for inspection at the La Junta court house) calls for a tax increase of 0.56 mills next year. But even with the tax increase the county mill levy will still be below the levy of 1974.

1976 tax levy	**19.48 mills**
1975 tax levy	**18.92 mills**
1974 tax levy	**21.96 mills.**

Percentagewise the tax increase by the county will be only 13 per cent. Which on the face of it would indicate that the county dads have discovered some new source of revenue.

Unhappily, this was not true. Taxes were held at a mini-increase primarily because welfare taxes last year had been set too high. There was almost a quarter of a million dollars carryover in welfare funds. This meant that welfare taxes could be reduced from 7.36 mills to 4.96 mills.

Unhappily this has ominous implications for another year. A repeat surplus in welfare funds cannot be anticipated another year. Which will mean —

1. Another year will likely see a tax increase for welfare. For welfare costs have shown a constant increase. And it is not an activity over which the commissioners have any control.

2. Another year will likely see a continuing increase in General Fund expenses (cost of running the court house). And it must be remembered the General Fund is financed almost entirely by real estate taxes.

3. Another year it is unlikely that Road and Bridge spending can be held at the constant level of only 4.46 mills. It has been held at this figure now for three years. Made possible in part by Revenue Sharing money.

4. Which brings up a fourth bad omen. Revenue Sharing money next year will be down from the present year (38.5 per cent) and down from 1974 (30.1 per cent). Why the down trend? No one has the answer. The formula for setting Revenue Sharing Funds is an inexplicable mystery.

5. If one suspects that Revenue Sharing is being phased out then the county may be in additional trouble. For the county has taken a new activity — providing dumps for the county. And the operating money for this new activity will come in 1976 entirely from Revenue Sharing.

SOURCE: Rocky Ford Daily Gazette

Inflation Battle

Pioneers Hospital Works To Hold Down Cost Hikes

Pioneers Memorial Hospital is one of eight Colorado hospitals participating in three-year pilot project of prospective reimbursement with Blue Cross to contain rate of increase in costs, Ken Schmidt, administrator, said this week.

Hospitals prepare their budgets and then have them reviewed by Blue Cross, Schmidt explained. When approved, hospitals will receive their Blue Cross reimbursement for entire year in equal weekly segments, providing incentive to stay within budget, Schmidt added.

"As long as costs of goods, services and wages continue their upward spirals, as long as these and other factors are inflationary, hospital costs, like those in other industries, will also rise," Schmidt pointed out.

"However," he stressed, "hospital administrators and boards are using many methods to help control these factors and are very concerned over rising costs."

Careful management of supplies and employe schedules and careful budgeting are among methods being developed.

Another program in which Pioneers participates, Schmidt said, is COPAC, a voluntary shared purchasing organization with membership of 50 hospitals, which can generate lower bids because of its volume purchasing.

COPAC has 88 contracts and agreements in effect ranging from pharmaceutical items hru food and medical/surgical supplies.

Another cost-saving shared service in which Rocky Ford hospital is one of 40 members is Colorado Hospital Shared Information Services, which offers shared computer services. Pioneers payroll is prepared by CHSIS, Schmidt said, which provides both time and money saving, freeing hospital business office for other necessary local record keeping.

The local hospital and nursing home have also benefitted from other Colorado Hospital Assn. services including management engineering services association, which assisted in helping plan remodelling and renovating of kitchen several years ago.

Pioneers also is one of 32 hospitals using a financial advisors program, developed by CHA, and advisor, Larry Means of Colorado Springs, makes monthly visit to Rocky Ford assisting with year-end Medicare and Blue Cross reports, Schmidt said.

Thru another program developed by CHA, an insurance package including comprehensive, general and property liability coverage along with malpractice coverage is utilized by 51 hospitals including Pioneers.

"We believe this has pointed out to many people that Colorado is concerned about and capable of avoiding a malpractice crisis," Schmidt said.

SOURCE: Rocky Ford Daily Gazette

Community Health Center Completes First Year

Community Health Center in Rocky Ford has just completed its first year of operation, serving over 3500 patients thruout Tri-County area (Otero, Bent, and Crowley). July was anniversary month of the center which has been funded thru Campaign for Human Development, a national Catholic Charity.

This funding will come to an end in December, but in the meantime, Rocky Ford center is one of 40 sites in the nation selected to set up a model Community Health Center for rural areas, with a grant of $94,000 from H.E.W. Grant was accepted by local board, effective July 1, for a one year period. Included are funds for renovation of a building, acute dental care for qualifying persons, medical and administrative equipment, salaries, and travel. Overall goal of grant is to develop permanent health delivery systems.

Community Health Center board, made up of 10 persons including Rocky Ford's representative, Paul Gallegos, is presently negotiating with Catholic Diocese of Pueblo for building which houses the center. If purchase is made, building will be renovated and possibly an addition constructed.

Dr. Tom Flower, physician, and Mrs. Carol Whaley, nurse practitioner who has been with the Center since April, share duties at the center, and Dr. Flower is also on medical staff at Pioneers Memorial Hospital, sharing emergency room calls on rotation basis.

Dr. Flower stresses that Community Health Center is basically for persons of all walks of life, and is not only a treatment center but is aimed also at providing health education for people of all ages. In connection with this, Dr. Flower has prepared a pamphlet in English and Spanish, entitled "Directions to Health". Booklet contains information and interpretation concerning various symptoms and ailments such as vomiting, diarrhea, cough, croup, flu and colds, as well as suggestions on items needed for home care, checklist for healthy home, how to take temperature, etc. Booklet which was edited by Dr. Flower's wife, Cassandra Renouff Flower, also contains her art work. Booklets are given free to each patient family, and each is cautioned to contact a doctor if they are in doubt as to seriousness of an ailment. Dr. Flower and Mrs. Whaley have taken courses in Spanish at Otero Junior College this spring, in order to better communicate with some of their patients.

Jose Ortega, manager of local center, points out that farmers, businessmen, teachers, and others are among patients visiting center. Fees are based on family size and income, according to U.S. Bureau of Labor statistics. "People who have come in have been honest and cooperative in reporting their income, and some who are eligible for reduced fees prefer to pay full amount," he noted. "It's this honesty and cooperation of patients that will help us achieve our goal of becoming self-sufficient," he pointed out.

Staff at Community Health Center includes (in addition to Dr. Flower and Mrs. Whaley), receptionist, Jane Rivera; part-time bookkeeper, Mary Lou Jones; part-time secretary, Cynthia Berumen; screening nurse, Rosalia Ginsburg. Mrs. La Dora Griffin who has been working as medical transcriptionist and insurance builder part-time, has been promoted to full time, and Teresa Gallegos has recently been hired to visit families, instructing them in basic health procedures, use of basic health instruments, working with pregnant women concerning diet, exercise, preparation for delivery, etc.

Center hours are Monday and Wednesday, 10 a.m. to 12, and 1 p.m. to 4 p.m.; Tuesday and Thursday, 1 to 4 p.m. and 6:30 to 8:30 p.m. for benefit of working people; Friday, 11 to 3 p.m. Phone number is 254-6960, and center is located at 405 N. 12th.

Dr. Flower, Mrs. Whaley, or Mrs. Gallegos are available to speak to various groups or organizations concerning operations at the center or on Health Education, such as dangers of alcohol and drugs, and such matters as teen-age pregnancy, etc.

SOURCE: Rocky Ford Daily Gazette, 8-6-75

Expand Migrant Health Services

10-31

Region 6 Comprehensive Health Planning Assn., Tuesday in Las Animas approved grant application of State Migrant Health Program to HEW for $257,641 for 1976. Action was taken following report by Silver Jaramillo, director of state migrant health program, showing that Colorado has 15,000 out-of-state migrants plus 12,000 in-state seasonal workers who are eligible for migrant health program.

Jaramillo reported that 1,329 individual migrants in Arkansas Valley received health care under program in 1975. In addition, there had been 243 authorizations totaling $7,368 for medical care by local physicians; 163 migrants receiving prescriptions for medicine costing $1,860. Concern was expressed that inadequate services had been provided in the past.

In other action, board opposed continuation grant application of Las Animas Bridge House Rural Alcoholism Program. Las Animas Bridge House had requested $90,310 from National Institute on Alcohol Abuse and Alcoholism. Ben Rodriguez, Alcohol and Drug Abuse Coordinator, reporting to board on Oct. 21 meeting of Regional Alcohol and Drug Abuse Advisory Council, noted that council had specified a number of special conditions that should be followed if application were to be approved. It was pointed out that Region 6 CHP Assn. would have no real authority to enforce any such conditions. State Alcohol and Drug Abuse Division will be notified of board's recommendation.

Larry Wall, vice president of Colorado Hospital Assn., presented an informative program of new Health Planning and Resource Development Act, and President of Region 6 CHP, Jonathan Hawk, reported on HSA organizational meeting in Pueblo, Oct. 9. New organization will be called Southeastern Colorado Health Systems Agency, and board members were encouraged to submit their suggestions and comments concerning HSA by-laws.

Mrs. Kiki Boreson of La Junta was elected as new consumer member to CHP board, and treasurer's report was accepted as presented. Minutes of previous board meeting were approved. 17 board members were present including Ken Schmidt of Rocky Ford. Next meeting will be Nov. 24 at Las Animas.

RF Housing Development Served Need, Dissolves

8-28

Rocky Ford Housing Development Co., formed by volunteers two years ago to comply with requirements for government grants and loans for public housing, has been dissolved.

Since starting of the Plaza Nueva project, RF Housing Authority has been sponsor of the 22 farm labor units and Housing Development has sponsored 18 public housing units.

Regulations have been changed so that the Housing Authority can assume sponsorship for the entire project and, as Attorney Lew Babcock explains, this shift will save money by eliminating duplication of records, audits, and check writing.

Wednesday night members of the Housing Development board relinquished all assets and obligations to the Housing Authority.

Members of the Housing Development board were Keit Records, chairman, Nanc Steir, secretary, Georg Gregg, Bob Smith, Ros Thompson, Jack Houck an Rev. Neil Warner.

Houck and Warner are als members of the Housin Authority. Others are Dr. Ro McKittrick, chairman, Delfino Espinosa, secretary; an Ronnie Nava, newest member.

Babcock is attorney and Mrs Steir has kept minutes. Cedri Totten is Farmers Home Administration advisor.

Currently RF Housin Authority is working o application for further loan and grants to expand Plaz Nueva, which remains fille almost to capacity. Manage of the project is Alice Martinez.

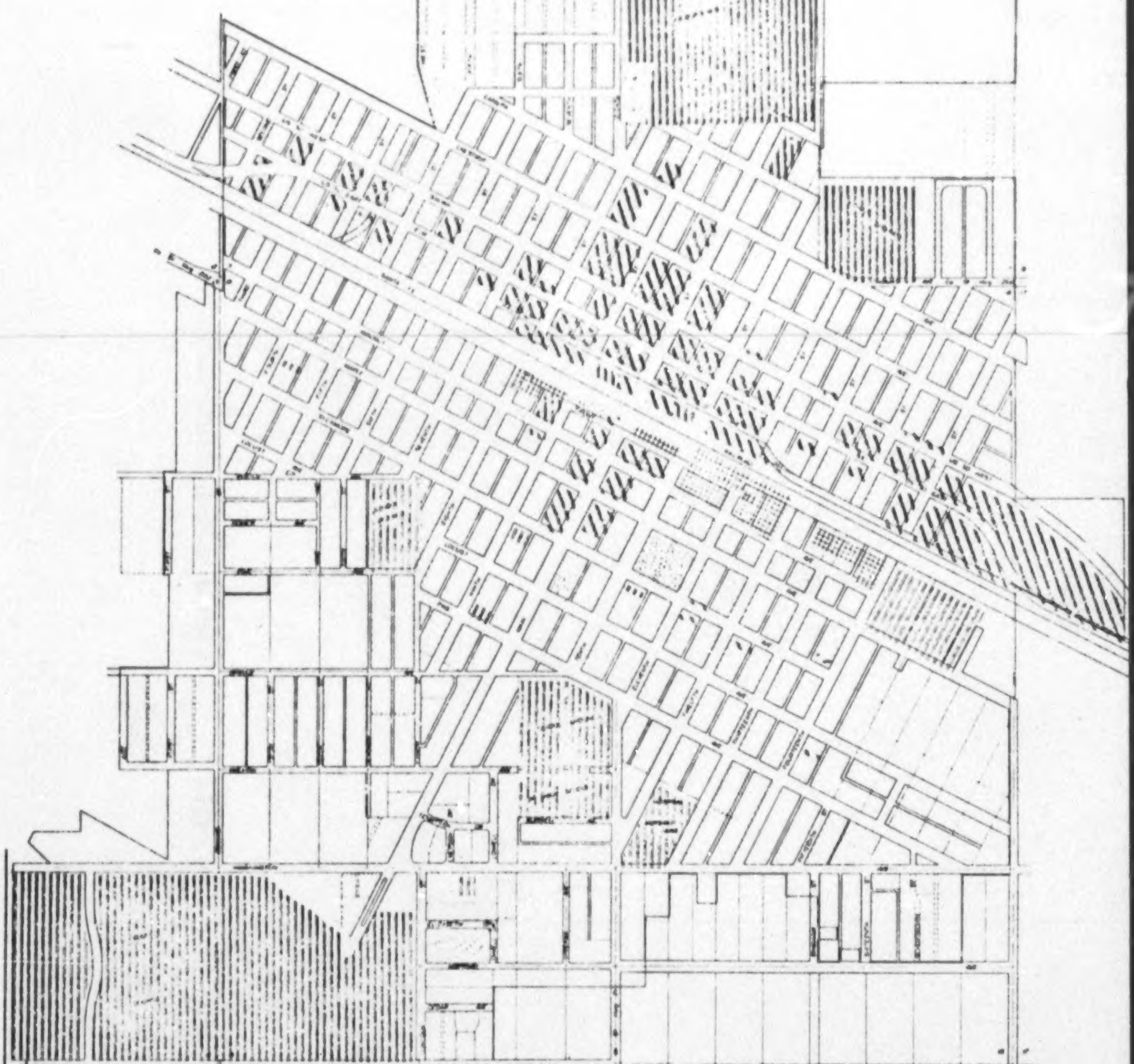
SOURCE: Rocky Ford Daily Gazette, 8-28 and 10-31, 1975

ANNUAL POLICE REPORTS: 1972, 1973, and 1974

ROCKY FORD POLICE DEPARTMENT

	1972	1973	1974
Summons to Traffic Court	339	362	426
Accidents:			
Two-car accidents	176	229	206
Three-car accidents	3	6	8
One-car accidents	68	41	65
Car-bicycle accidents	0	2	0
Fatalities	0	0	2
Car-pedestrian accidents	0	2	1
Total	274	280	282
Arrests:			
Disorderly conduct	200	196	161
Refusing to obey an officer	15	15	17
Carrying a concealed weapon	7	5	4
Indecent exposure	7	4	6
Littering	3	2	1
Resisting arrest	8	14	7
Drinking in public places	7	9	16
Open alcoholic beverages in motor vehicle	31	50	42
Auto thefts	13	18	4
Burglary	21	13	56
Thefts	22	62	38
AWOL soldiers	0	3	0
Shoplifting	19	18	12
Illegal aliens	52	59	30
Total	405	468	394

ROCKY FORD



EXISTING LAND USE

- ▭ RESIDENTAL
- ▧ COMMERICAL
- ▦ INDUSTIAL
- ▥ PUBLIC & QUASI-PUBLIC
- ▤ PARKS & RECREATION

This map was prepared by the Lower Arkansas Valley Council of Governments for the Colorado Division of Planning and was financed, in part, through an urban planning grant from the Department of Housing and Urban Development under provisions of Section 701 of the Housing Act of 1954, as amended.

Fowler - A large 44.6% of the land usage in Fowler is residential. Public and Quasi-Public uses account for 22 acres, or 9% of the total. Commercial usage is 9.1 acres. Parks and recreation land usage is 4.1 acres, 4.1%, and vacant land amounts to a fairly small 11.1 acres or 5%. The remaining usage is for street and railroad right-of-ways.[65]

Land Use - La Junta (1970 Census Pop. 7938)
Distribution of Major Land Uses

Land Use	Acres	% Total	Land Use Ratio (acres/100 persons)
Residential	391.9	30.5	4.9
Commercial	48.4	3.8	.6
Public-Quasi Public	138.6	10.8	1.7
Parks & Recreation	25.7	2.0	.3
Industrial	25.1	1.9	.3
Streets & Rights-of-Ways	411.1	32.0	5.2
Vacant	244.2	19.0	3.1
TOTAL	1285.0	100.0	16.1

Land Use - Rocky Ford (1970 Census Pop. 4859)
Distribution of Major Land Uses

Land Use	Acres	% Total	Land Use Ratio (acres/100 persons)
Residential	256	29.5	5.3
Commercial	33	3.8	.7
Public-Quasi Public	68	7.8	1.4
Parks & Recreation	79	9.1	1.6
Industrial	7	.8	.1
Streets & Rights-of-Ways	346	39.8	7.1
Vacant	80	9.2	1.6
TOTAL	869	100.0	17.8

CULTURAL FACILITIES IN ROCKY FORD

COMMUNITY FACILITIES

A. Civic, Fraternal, Professional, and Social Organizations

1. Community Organizations

Archaeological Society
Arkansas Valley Fair Association
Cheerful Budgeteers
Coin Club
Colorado Arkansas Valley, Inc.
Country Neighbors
For Our Enjoyment Homemakers
Golden Age Organization
Hollbrook Lake Sportsman's Club
Jane Jefferson Club
Japanese American League
Kitchen Kuzzins Entension Club
Motorcycle Club
Otero County Council Extension Homemakers
Peppy Homemakers Extension Club
Republican Women's Club
Retired Senior Volunteer Program
Rocky Ford Women's Golf Club
Senior Citizens Club
Thrift Shop
Weight Watchers

2. Lodges and Secret Organizations

American Legion
American Legion Auxiliary
Daughters of American Revolution
Eastern Star Acacia
I.O.O.F. #87 (Odd Fellows)
Knights of Pythias
Ladies of G.A.R.
Masonic Lodge
P.E.O. Chapter R
P.E.O. Chapter EU
Phythian Sisters
Rebekah Lodge
Royal Neighbors
Royal Arch Masons
Veterans of Foreign Wars
Violet Rebekah Club
Veterans of Foreign Wars Auxiliary

3. Church Organizations

Baptist Women's Missionary
Brethren Women's Fellowship
Council of Catholic Women
Christian Women's Fellowship (First Christian Church)
Church Women United (Methodist)
Community Concerns Team (Mennonite)
Concordia Society (St. Peter's Lutheran)
Fidelis Sunday School Class (Brethren)
First Presbyterian Church -- Circle 1
First Presbyterian Church -- Circle 2
Friendship Class (Methodist)
Gleaner's Class (Methodist)
Good Cheer Class (Presbyterian)
Men's Fellowship (Assembly of God)
Ministerial Alliance
Missionary Society (Women) (First Church of God)
Nazarene Women's Missionary Society
St. Anne's (Catholic)
St. Anthony Catholic
St. Dominic's (Catholic)
Salvation Army
United Methodist Women
United Presbyterian Women
Wesleyn Service
Westminister Guild (Presbyterian)
Women's Missionary Council (Assembly of God)
Women's Missionary Service Commission (Mennonite)
Young Adult Ladies' Bible Study

4. Service Organizations

Arkansas Valley Shrine Club
Jaycees
Lions Club
Quarterback Club
Rotary Club
Toastmasters Club

5. Women's Organizations

Atla Piensa
Altrusa
American Mothers

Beta Sigma Phi Alpha Beta Chapter
Beta Sigma Phi XI Gamma Sigma Chapter
Beta Sigma Phi XI Kappa
Delta Kappa Gamma
Elona Club
Epsilon Sigma Alpha
Etude Music Club
Fayette Club
Felice Hori Club
Friends of the Library
Lambdas
Mothers Club
O.D.T. Club
Patterson Valley Club
Pioneer Memorial Hospital
Pleides Club
Registered Nurses Association
Rockettes
Rocky Ford Business & Professional Women's Club
Rocky Ford Garden Club
Rocky Ford Women's Club
San Souci
Yeas and Neas Club

6. Youth Organizations

Boy Scouts Troop 203
Boy Scouts Troop 210
Brownie Troop #63
Brownie Troop #93
Brownie Troop #108
Calico Cut Ups
Cub Scouts Pack 204
Girl Scouts #336
Girl Scouts #114
Girl Scouts #62
Junior Girl Scouts
"J" 6 4-H
Rocky Ford Community Line Club
Rocky Ford Rainbow Assembly #29
Rocky Ford Shamrock 4-H
Rocky Ford Teen Center
Snoopy's Friends
Upper Limit 4-H Club
Demolay Boys - Father advisor
Rainbow Girls - Mother advisor

B. Community Charitable Funds

1. Rocky Ford has a United Fund.

2. Local industry has a payroll deduction policy.

3. Other fund drives are permitted.

C. Churches

Assembly of God
St. Peter's Catholic Church
First Christian Church
Westside Christian Church
Christian Science Church
Church of Christ
First Church of God
Church of the Brethren
St. Peter's Lutheran Church
St. Paul's Lutheran
Rocky Ford Mennonite Church
First Methodist Church
Church of the Nazarene
Seventh Day Adventist
First Wesleyan Church
Emmanuel Congregational
First Presbyterian Church
Emmanuel Chapel
Full Gospel Church
Washington Avenue Baptist
Spanish Assembly of God
First Baptist Church

D. Communications

1. Newspapers

a. Local

Rocky Ford Daily Gazette, Monday through Friday, circulation 3,000

b. Non-local newspapers regularly distributed to the community

Arkansas Valley Journal, weekly, circulation 5,000

La Junta Tribune - Democrat - daily

Pueblo Star-Chieftain, daily, circulation 750

Denver Post, daily

Rocky Mountain News, daily

2. Radio - TV

a. Radio

KAVI 1420 kc
Network affiliation: Independent
1,000 watts

KAVI-FM 95.9 mc
Network affiliation: Independent
2,600 watts

KBZZ 1400 kc
Network affiliation: ABC, Intermountain
1,000 watts
Origination: La Junta, Colorado

b. TV*

KOAA-TV
Network affiliation: NBC

KKTV
Network affiliation: CBS

KRDO-TV
Network affiliation: ABC

*The above stations originate in Pueblo and Colorado Springs.

1) Cable TV is not available.

SOURCE: ROCKY FORD, ECONOMIC OVERVIEW--1974, Published by United Banks of Colorado, Inc.

ROCKY FORD

CULTURAL FACILITIES

LIBRARY

Rocky Ford City Library, Library Park

Special Services Include: Inter Library Loan, Children's Programs, Books for the Handicapped, a delivery system of Books for the Aged and House-Bound, Paperback Library.

There are no Bookmobile services.

ART GALLERIES

1. Heritage Art Gallery and Library
2. Annual Arkansas Valley Art Festival (held in the Spring)

THEATERS

1. The Grand Movie Theater
2. Starlite Drive-In Movie Theater
3. Community Theaters -- The Frontier Players and the Southern Colorado State College Drama Quartet

MUSEUMS

1. Rocky Ford Museum, Library Park

SOURCE: LOWER ARKANSAS VALLEY COUNCIL OF GOVERNMENTS, BENT COUNTY COURTHOUSE, LAS ANIMAS, COLORADO.

ROCKY FORD

MAJOR RECREATIONAL AND CULTURAL EVENTS

The Arkansas Valley Fair	About the third week of August
Little Britches Rodeo	First week in June
Boat Races	June
Motor Cycle Races	Throughout the Year
Shrine Circus	Early in June
V. F. W. Fireworks Display	Fourth of July
Huck Finn Day	Last weekend in May
Arkansas Valley Open Golf Tournament	Mid-August
AAU Olympic Wrestling Tournament	First two weekends in August
Annual Arkansas Valley Art Festival	Held in May

SOURCE: LOWER ARKANSAS VALLEY COUNCIL OF GOVERNMENTS,
BENT COUNTY COURTHOUSE, LAS ANIMAS, COLORADO.

OTERO COUNTY

Historical Landmarks and Archeological Sites

1. Purgatoire River Canyon, distinctive rock formations, wildlife, and Indian artifacts.
2. Santa Fe Trail, three miles southwest of Timpas, Colorado.
3. J. J. Ranch Headquarters, historic ranch site.
4. Higbee, historic settlement.
5. Vogel Canyon, Indian Pectographs, ruins of Old Stage Coach Station.
6. Bent's Old Fort National Historical Site, six miles from La Junta.

Outdoor Recreation Areas

1. Commanche National Grasslands, Timpas unit USDA -- Forest Service
2. Big Trees Roadside Park
3. Holbrook Lake, boating and fishing
4. Arkansas River, boating and fishing
5. Lake Merideth, boating
6. Crystal Lake, fishing
7. Rye Lake
8. Blue Lake
9. Timber Lake
10. Hunting areas are located throughout the region.

SOURCE: OPEN SPACE, RECREATION AND HISTORIC SITES,
The Lower Arkansas Valley Council of Governments,
1974.

OTERO COUNTY

INVENTORY OF NATURAL, SCENIC & HISTORIC AREAS

	Name or Identity of Site	Type of Area	Size of Area	Description of Area
1Ot	Purgatorie River Canyon	Historic & Scenic	App. 50 sq. Mi.	Deep canyon cut in rugged sandstone & limestone formations giving distinctive rock formations-very scenic area. Area is remote and natural habitat for deer, wild turkey, doves. Indian artifacts in area used for archeological study.
2Ot	Sante Fe Trail	Historic	App. 40 miles long	Old Sante Fe Trail Monument. Historic trail to Sante Fe, New Mexico. Marker located SE 1/4 Sec. 24-25-57 and on CO 350. App. 3 Mi. SW of Timpas, Colorado.
3Ot	J. J. Ranch Headquarters	Historic Scenic		Historic site of large ranch headquarters in days of open range & development of cattle industry in the west.
Ot	Higbee	Historic & Scenic		Early settlement in days of large cattle ranching and open range.
5Ot	Devil's Canyon	Scenic	1,000 Ac.	Undeveloped picknick grounds, rock formations, pinon-pine area.
6Ot	Vogel Canyon	Scenic & Historic	500 Ac.	Indian pectographs on rock formation, ruins of old stage coach station.

SOURCE: Open Space, Recreation, and Historic Areas, Lower Arkansas Valley Council of Governments

OTERO COUNTY

INVENTORY OF PUBLIC OUTDOOR RECREATION AREAS (CON'T)

	Name or Identity of Site	Operating Agency	Size of Area
00t	La Junta, Playground, Fld. Games, Open Space	School	50
10t	La Junta, Playground, Fld. Games, Open Space	School	4
20t	La Junta, Playground, Fld. Games, Appar Area	School	9.25
30t	Swink, Playground, Fld. Games, Open Space	School	3.5
40t	NE La Junta, Picknicking, Historical Site	NPS	178
50t	La Junta, Playground, Fld Games	State	2
60t	La Junta, Camp	City	0
70t	South Rocky Ford, Playground, Appar Area	School	.25
80t	Manzanola, Picknicking	City	1.5
90t	Manzanola, Playground, Fld. Games, Appar Area	School	2.5
00t	Fowler, Playground, Fld. Games, Appar Area	School	.184
10t	Fowler, Playground, Appar Area, Open Space	School	2
20t	Fowler, Swim Pool	City	.184
30t	Rocky Ford, Playground, Appar Area, Open Space	School	9
40t	Rocky Ford, Playground, Picnic, Open Space	City	5
50t	Rocky Ford, Playground, Fld. Games	School	3.3
60t	Rocky Ford, Open Space, Cult. Site, Trp, target	City	36
70t	Rocky Ford, Playground, Fld. Games	City	20
80t	N. La Junta, Playground, Fld. Games Appar Area	School	7

OTERO COUNTY

INVENTORY OF PUBLIC OUTDOOR RECREATION AREAS

Name of Area	Operating Agency	Size Acres of Land
Commanche Nat'l Grasslands Timpas unit	USDA - Forest Service	161,000 Ac.
Big Trees Roadside Park	Colo. St. Hwy. Dept.	3 Ac.
Bent's Old Fort	Nat'l Park Service Dept. of Interior	6 Ac.
La Junta Municipal Golf Course	City	75 Ac.
Bird Farm	Colo. State, Game & Fish & Parks Dept.	
Rocky Ford Fair Grounds	City	30 Ac.
Rocky Ford Municipal Golf Course	City	
Rocky Ford Play Park	City	
La Junta City Park	City	15 Ac.
La Junta Potters Park	City	8 Ac.
La Junta Rifle & Pistol Range	City	
La Junta Kids Rodeo Ground	City	10 Ac.
Rocky Ford Gun Club	City	2 Ac.

780t ARKANSAS VALLEY EXPERIMENT STATION

Rocky Ford.
Otero County.
1883-present.
Originally known as the Bent Station, this agricultural substation of present Colorado State University was renamed the Arkansas Valley Experiment Station in 1889. It experimented in irrigation and the culture of cereals, grasses, vegetables, fruit, trees, and sugar beets.

790t BENT'S OLD FORT

East of La Junta and north of the Arkansas River.
Otero County.
C. 1834-1849.
William Bent, said to be the first permanent white settler in Colorado, built this huge trading post and fort about 1834, and for the next fifteen years it was the commercial and social hub of southern Colorado and the only major refurbishing point on the Santa Fe Trail between Kansas and New Mexico. It was destroyed by Bent because of his fustration in trying to sell it to the government. The site is now administered by the National Park Service.

800t CHEROKEE TRAIL

Up the Arkansas River to the area of Pueblo and northward out of the state. Also in Prowers, Bent, Pueblo, El Paso, Douglas, Arapahoe, Denver, Adams, Weld, and Larimer counties.

810t DEVIL'S CANYON PERTOGRAPHS

Four miles south of Bloom in Devil's Canyon.
Otero County.
These unique Indian symbols are unlike most others found in the state.

820t FORT LYON CANAL

North Bank of the Arkansas River near La Junta, Otero, Bent, and Prowers counties.
1890--present.
This seventy-four mile long canal opened land around Ordway and Sugar City to irrigation. It is over 110 miles in length.

830t GOODNIGHT CATTLE TRAIL AND THE GOODNIGHT-LOVING CATTLE TRAIL

Also in Las Animas, Huerfano, Pueblo, El Paso, Douglas, Arapahoe, Denver, Adams, Larimer and Weld counties.

HIGBEE (NINE MILE BOTTOM)
Higbee.
Otero County.
1866-present.
This pioneer agricultural center was settled by and named for Uriah (or Uiel) Higbee in 1866. He and others first settled in 1860 on the present site of Trinidad. He then moved to this site which was called "Nine Mile Bottom."

OTERO COUNTY

INVENTORY OF EXISTING OUTDOOR PRIVATE RECREATION BUSINESSES

	Name of Recreation Business	Acres
590t	KOA Camp Ground Crooked Arroyo-John Ziehl on U.S. #50 at Crooked Arroyo 1 Mi. West of La Junta	28 Ac.
600t	Rocky Ford City Golf Course Rocky Ford, CO 81067	44
610t	La Junta Golf Course La Junta, CO 81050	92
620t	Ace of Spades Roping Club La Junta, CO 81050	10
630t	La Junta Gun Club La Junta, CO 81050	
640t	Starlight Drive-in Theatre Rocky Ford, CO 81067	7
650t	La Junta Drive-in Theatre La Junta, CO 81050	6
660t	Holbrook Lake Holbrook Irrig. Co. Cheraw, CO 81030	600
670t	Dye Reservoir Holbrook Irrig. Co. Cheraw, CO 81030	400
680t	Horse Creek Reservoir Ft. Lyon Canal Co. Las Animas, CO 81054	1,360
690t	Valley Motorcycle Club Rocky Ford, CO 81067	100
700t	Holbrook Amusement & Rec. Co. c/o Ollie Shrinire P. O. Box 967 Pueblo, CO	
710t	Park-it Trailer Court La Junta, CO 81050	30
720t	Rocky Ford Playground Picnic, Open Space	.459
730t	Rocky Ford Fish	17
740t	La Junta Playground	.1

OTERO COUNTY

INVENTORY OF EXISTING OUTDOOR PRIVATE RECREATION BUSINESSES (CON'T)

	Name of Recreation Business	Acres
750t	La Junta Swim Pool	.092
760t	Swink Open Space, Small vehicle	600
770t	Swink Open Space, Play Area, Picknicking	.057

Schools -- 1973-1974

Public schools -- Otero County School District R-2

	# of Schools	# of Teachers	Student Enroll	Student/ Teacher Ratio
Elementary	4	49	956	19.5/1
Secondary	2	56	934	16.7/1
Jr. High	(1)			
Sr. High	(1)			
Jr. College	1	56	757	14/1
Vocational or Technical	Incorporated with Junior College			

Source: Colorado Department of Education Statistical Series 74

Parochial schools	1	1	11	11/1

The distance, in miles, to the nearest vocational training center is 10 miles (Otero Junior College).

Cost (Public Schools)

The estimated cost of education per pupil per year is $916.

Programs

The following are part of the school program:

Kindergarten
Guidance
Physical education
Vocational training
Business education
Adult evening classes
Classes for retarded children

Number of volumes in the school library

High school	10,000
Junior high	4,500
Elementary	5,000+

SOURCE: ROCKY FORD, ECONOMIC OVERVIEW--1974,
Published by United Banks of Colorado, Inc.

VOCATIONAL AND TECHNICAL SCHOOLS

OTERO JUNIOR COLLEGE, 18th and Colorado, La Junta

Certificate Programs: Welding, Machinist, Drafting, Data Processing, Keypunch, Accounting, Clerk-typist, Stenographer, Building and Ground Maintenance, Children's Group Leader, Flight Training, and Practical Nursing.

Associate of Applied Science Degrees: Business Management, Secretarial, including Administrative Assistant, Legal, Medical, Technical, and General; Business Data Processing; Architectural Technology, including Civil and Construction; Agribusiness; Flight Training; Pre-School Education and Management.

LAMAR COMMUNITY COLLEGE, 2400 South Main Street, Lamar

Certificate Programs: Auctioneering, Auto Mechanics, Building Construction, Clerk-typest, Business Management, Cosmotology, Electronic Technology, Horse Training and Management, Mass-Media Specialist, Nursing Assistant, General Secretarial Science, and Welding.

SOUTHERN COLORADO STATE UNIVERSITY, 2200 North Bonforte Blvd., Pueblo

Certificate Programs: Auto Body Repair, Auto Parts Merchandising, Diesel Mechanics, Drafting, Electronics Servicing, Engine Machining and Rebuilding, Machining, Practical Nursing, Refrigeration and Appliance Servicing, Office Occupations, Welding, Woodwork and Building Construction.

Associate of Applied Science: Air Conditioning and Refrigeration Service and Technology; Auto Body Work, including Repair, Mechanics and Technology; Civil Engineering Technology; Data Processing; Diesel Mechanics and Technology; Drafting; Engine Machine and Rebuilding; Electronic Communication Technology, Engineering Technology and Servicing; Human Services Worker; Inhalation Therapy; Instrumentation Technology; Machining; Engineering Technology including Mechanical and Metallurgical; Radiological Technology; Welding; Woodworking; and Building Construction.

JUNIOR COLLEGES, FOUR YEAR COLLEGES, AND UNIVERSITIES

1. OTERO JUNIOR COLLEGE, 18th and Colorado Avenue, La Junta

   Offers the Associate of Arts Degree within a Liberal Arts Program

2. LAMAR JUNIOR COLLEGE, 2400 South Main Street, Lamar

   Offers the Associate of Arts Degree within a Liberal Arts Program

3. SOUTHERN COLORADO STATE COLLEGE, 220 North Bonforte Blvd., Pueblo

   Offers the following Degrees: Asociate of Arts, Associate of Applied Science, Bachelor of Arts, Bachelor of Science, Bachelor of Science in Business Administration, Bachelor of Science in Electronic Engineering Technology, Masters of Arts in Teaching, and Certificate Programs.

SEMI-ANNUAL FINANCIAL STATEMENT
of Rocky Ford School District No. R 2
of Otero County, Colorado
For the Period of January 1, 1975 Through June 30, 1975

A. Beginning Fund Balance:		
1. Cash with County Treasurer and/of Other Depository (Book Balance)		
General Fund	$267,742.69	
Bond & Interest Fund	149,319.55	
Capital Reserve Fund	83,581.28	
Lunch Room Fund	12.94	
Total Cash with Depositories at Book Balance		$ 500,593.46
2. Securities and/or Other Current Assets		$ 0
3. Total Current Assets		$ 500,593.46
4. Less- Beginning Liabilities		$ 0
5. Net Fund Balance		$ 500,593.46
B. Receipts:		
General Fund	$1,222,058.28	
Bond & Interest Fund	87,582.85	
Capital Reserve Fund	51,683.15	
Lunch Room Fund	104,106.30	
Total Receipts All Funds		$1,465,430.58
C. Total Available During Current Year		$1,966,024.04
D. Disbursements:		
General Fund	$1,129,438.55	
Bond & Interest Fund	78,500.00	
Capital Reserve Fund	15,562.69	
Lunch Room Fund	89,795.72	
Total Disbursements-All Funds		$1,313,296.96
E. Ending Fund Balance		
8. Cash with County Treasurer and/or Other Depository (Book Balance)		
General Fund	$ 360,312.36	
Bond & Interest Fund	158,402.40	
Capital Reserve Fund	119,701.74	
Lunch Room Fund	14,310.58	
Total Cash with Depositories at Book Balance		$ 652,727.08
9. Securities and/or Other Current Assets		$ 0
10. Total Current Assets		$ 652,727.08
11. Less-Ending Payroll Deductions and Liabilities		$ 0
12. Net Fund Balance		$ 652,727.08
F. Total Applied During Current Year		$1,966,024.04
G. Reconcilement with Depository:		
13. Cash per County Treasurer/or Bank		
General Fund	$ 410,351.49	
Bond & Interest Fund	158,402.40	
Capital Reserve Fund	119,701.74	
Lunch Room Fund	16,515.69	
Total Cash Per County Treasurer/or Bank		$ 704,971.32
14. Less-Outstanding Warrants & Checks		$ 52,244.24
15. Net Ending Book Balance		$ 652,727.08
H. Unpaid Obligations not Reflected in Item 11		$ 0
I. Bonds		
16. Outstanding Beginning of Period		$ 770,000.00
17. Added During Current Period		$ 0
18. Paid During Current Period		$ 65,000.00
19. Outstanding End of Period		$ 705,000.00

July 18, 1975
Date

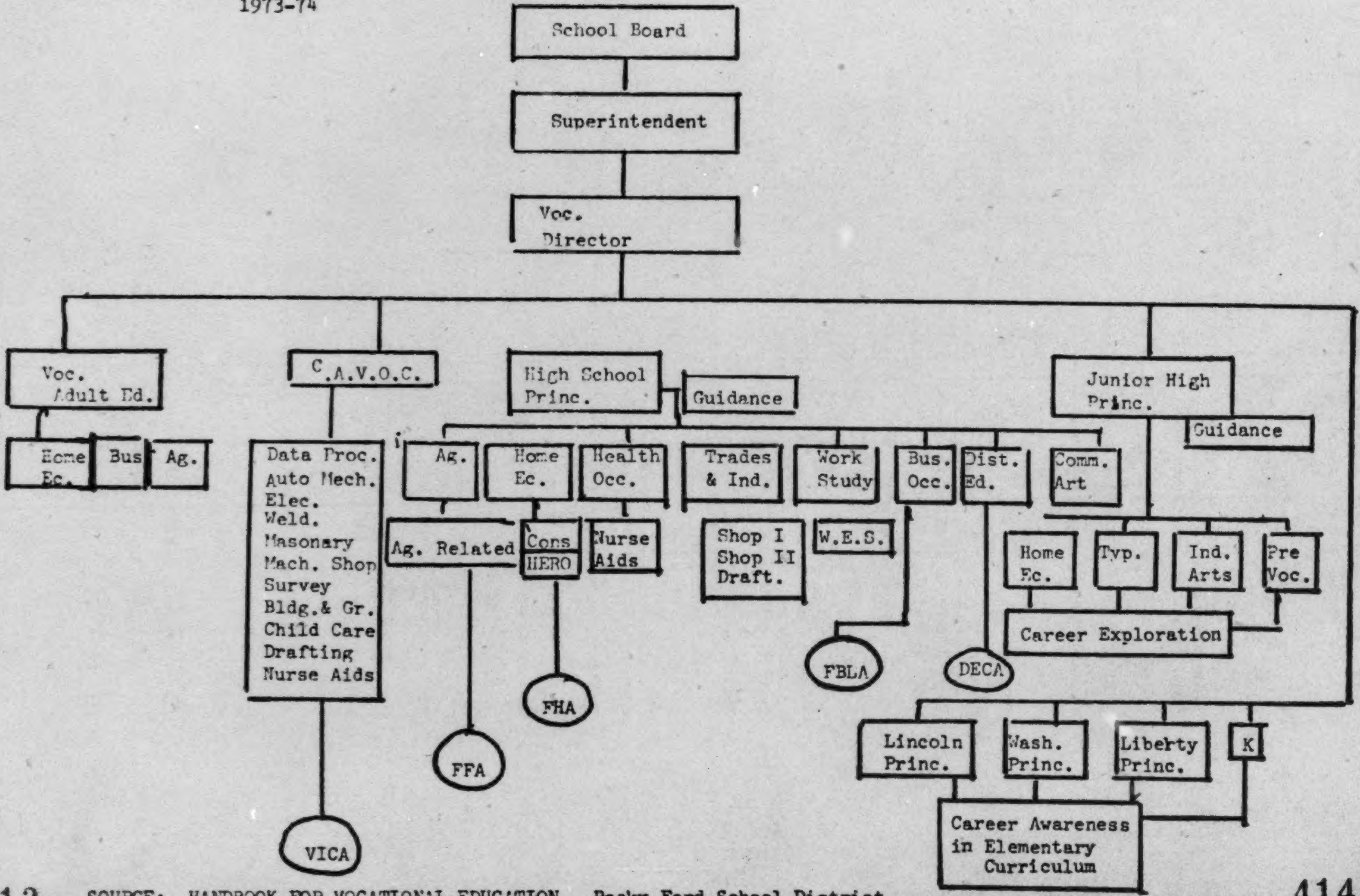
Eloise Fraser
Secretary. School District R 2

SOURCE: Rocky Ford Daily Gazette

VOCATIONAL EDUCATION

ROCKY FORD SCHOOL DISTRICT

1973-74


School Board
Superintendent
Voc. Director
Voc. Adult Ed.
Home Ec.
Bus
Ag.
C.A.V.O.C.
Data Proc.
Auto Mech.
Elec.
Weld.
Masonary
Mach. Shop
Survey
Bldg.& Gr.
Child Care
Drafting
Nurse Aids
VICA
High School Princ.
Guidance
Ag.
Ag. Related
FFA
Home Ec.
Cons
HERO
FHA
Health Occ.
Nurse Aids
Trades & Ind.
Shop I
Shop II
Draft.
Work Study
W.E.S.
Bus. Occ.
FBLA
Dist. Ed.
DECA
Comm. Art
Junior High Princ.
Guidance
Home Ec.
Typ.
Ind. Arts
Pre Voc.
Career Exploration
Lincoln Princ.
Wash. Princ.
Liberty Princ.
K
Career Awareness in Elementary Curriculum

(207)

SOURCE: HANDBOOK FOR VOCATIONAL EDUCATION, Rocky Ford School District

NEW DISCIPLINE AND ATTENDANCE POLICIES

ROCKY FORD PUBLIC SCHOOLS

RULES

I. Discipline, Suspension, Expulsion, Denial of Admission, Due Process for Students

1. DISCIPLINE

The following specific examples of unacceptable behavior are cited to serve as a guide to those responsible for the administrating of discipline rules. They are not restrictive or binding to the extent that they rule out judgement but are cited in an effort to achieve consistency and fairness.

1. Use and possession of illegal drugs. First Offense: 5 days suspension and school probation which includes appropriate restriction. Parents and police are involved. Recommendation for expulsion.

2. Use and possession of alcohol. 5 day suspension - notification of parent. (habitual violators will be recommended for expulsion).

3. Fighting or the physical abuse of another person. Notification of parents and police. Suspension of student for remainder of day. Court referral dependent on police.

4. Possession of dangerous or illegal weapon, menacing. Confiscation of weapon, notification of parent and police. Filing of appropriate charges.

5. Vandalism-destruction of the property of others. Restitution and restriction. Notification of parents. Filing of charges with police if the seriousness of the act warrants.

6. Theft. Restitution and restriction. Notification of parents. Filing of charges with police if seriousness warrants.

7. Use of tobacco on school premises. First offense: one day detention — repeat offenses 5 days detention. Notification of parent.

8. Profanity, Obscenity, and verbal abuse. One to five days detention. More serious violations — suspension. Notification of parents.

9. Defiance of school authorities. One to five days suspension. Notification of parents.

10. Disruptive behavior in the classroom or on campus (includes buses). Removal from class for from one to five days. Notification of parent. Suspension where seriousness warrants.

11. Undesirable behavior at student activities. Restriction from future activities.

12. Behavior in violation of local or state law. Notification of parents and police.

13. Truancy. See attendance rules.

14. Exhibionist boy-girl behavior. Restriction or detention.

15. Snowballing, rock throwing, etc. Restriction.

16. Hazing. Restriction. Recommend one to 5 days suspension.

17. Lunchroom misbehavior. Restriction and other applicable punishments.

18. Unauthorized use of car. First offense — 10 day restriction of driving privilege. Notification of parent. Repeat offenses — 30 day restriction of driving privilege.

19. Leaving school or class without permission during school hours. Notification of parent and application of attendance rules.

20. Being in parking lot without permission during school hours. One to five days detention. Notification of parent.

21. Fire alarm and fire extinguishers. 5 days suspension and notification of parent. Second offense — expulsion.

22. Bomb Threat. Recommendation for expulsion.

23. Being out of class while school is in session without a pass. One hour detention for each hourly infraction and application of attendance policy.

SOURCE: Rocky Ford Daily Gazette, 9-2-75

ATTENDANCE PROCEDURES

I. Attendance and Absence

The accounting of student attendance is dependent upon the conscientious effort of each staff member. Each teacher must establish an attendance taking routine that will enable the teacher to make an accurate report each period. Attendance slips will be picked up at the classroom hourly for the tabulation of office attendance records.

Passes from class will be kept to an absolute minimum. Lengthy absences from the classroom should not be permitted. The granting of student permission to leave a class should be the exception and not the rule.

The following rules were approved by the Board of Education (August 5, 1975) in an effort to improve the attendance of students and allow the students the opportunity to make education more of a personal responsibility:

A. A student will be able to miss 9 days per semester to be used for personal illness, serious personal or family problems, and professional appointments which cannot be scheduled after school. Upon being absent the 10th time the student will be removed from the class and receive no credit. At this point the assistant principal may assign the student to a study hall, or give the students a period absence for that hour. That decision will be made after a conference with the parents of the student.

B. Instructors will send a period absences so that state records can be kept accurately. In addition, when a student has missed a class 3 times the instructor will send a prepared form to the assistant principal's office. The assistant principal will then call the student in and work with him in regard to the absence pattern being established. The assistant principal will also call and send a letter to the students parents informing them of the students number of absences and the possible loss of credit after the 7th absence. When a student has missed a class 7 times the procedure will be repeated. At this point the student and parents will be informed that three additional absences will result in removal from the class.

C. A copy of the letter sent to parents on the 3rd and 7th absence will also be given automatically to the student's counselor. The counselor will then visit with the student to determine if the student can be helped in establishing a better attendance record.

D. Three tardies will be counted as one absence, however, the student may have the option to make up a tardy from 3:10 p.m. to 3:40 p.m. by mutual agreement of the instructor and the student.

E. If a student is suspended for infraction of a school or district policy the suspension time out of school will be counted toward the 9 absence total.

F. A student will occasionally miss a class because he is in the office in conference with a counselor, the assistant principal or principal. It will be the responsibility of the office staff to report this absence to the instructor whose class the student missed on a prepared form. The student should not then be counted absent by the instructor, the intent being that a student should not be penalized for missing a class when he could not control the situation.

G. A student should not be counted absent when he is out of class because of a school activity such as a field trip, debate trip, athletic trip, etc. Instructors are currently being informed of this type of absence of those students who will be out of school because of activity participation by having a mimeographed list of those students placed in their mail boxes. The procedure to be followed by sponsors follows:

a. secure approval from the principal for the activity

b. place the event on the calendar

c. prepare and distribute lists of names of students to other faculty members and the attendance secretary. This list should include the dates, hours, and place of the event. This should be done one week prior to the event.

d. whenever practical, assignments should be expected in advance.

e. parental permission forms must be turned in by the student.

H. It is also necessary to allow for extenuating circumstances which may keep students out of school by no fault of their own such as injury, illness under a doctor's care, extended hospital recovery, or family vacation. In these cases it will be the responsibility of the parents to inform the assistant principal of the circumstances and an admit slip informing the teacher of the circumstances will be prepared by the office. (this is the only use of the admit slip) If the student will be able to return to school in a reasonable period of time, assignments can be prescribed by instructors and picked up by the parent at the assistant principal's office. **The important thing is that the school must be informed by the parent so that a procedure can be worked out.** All students should then be permitted to make up any and all work missed due to absence. The instructor will be able to ask a student to make up work from 3:10 p.m. to 3:40 p.m. The student will be expected to comply with this request. If the student chooses not to comply, the instructor will make a referral to the assistant principal for disciplinary action.

In summary it is felt that this policy will: allow students the opportunity to make education more of a personal responsibility; it will cut down greatly on the amount of time

Chicano Group Demands Changes in R2 Schools

Approximately 20 persons, representing "Comite Para Mejorar La Educacion en Rocky Ford" (Committee to better education in Rocky Ford) met with R-2 school board Tuesday night to present a list of 12 "demands".

Jose Esteban Ortega, director of Community Health Center, served as spokesman and presented board members with copies of an open letter, which he then read aloud.

Preceding the 12 point list, were series of committee statements indicating reasoning behind demands.

Included were charges that R-2 schools have 57 percent Chicano enrollment, but that there are no Chicano counselors or principals, that majority of students (Chicano) are not receiving full benefit of education here, that drop-out rate of Chicano students is exceptionally high and that Chicano students and parents are intimidated when expressing discontent with decisions and policies of school officials.

Also, committee charged that R-2 school board and district evaluation committees are "not truly representative of the community" and that police are often called to enforce minor infractions of school rules.

To correct these, said Ortega, "We demand that R-2 school district hire Chicano principals and counselors and more Chicano teachers...(and) Chicano studies department and additional Spanish classes be created."

Also requested was that "copies of 'potential dropouts' list and 'troublemakers' list be made available to this committee immediately" as well as "list of suspended students."

Moreover, said the letter, "All school notices sent home must be bilingual in local Spanish and in basic English" and "Physical punishment and mental abuse of students by teachers and administrators be stopped."

In connection with this demand, committee further demanded to have a "special private meeting" with school board to discuss the situation.

Finally, Ortega concluded, "We demand a written response and appropriate plan of action by the school board on each of the above demands within one week."

Ortega then distributed to board members copies of a petition which has been sent to Gil Roman of Denver federal office of civil rights asking for investigation here of school achievement of Chicanos, dropouts, expulsions, suspensions, curriculum and staffing.

Petitions carried names of 64 local persons, nearly all of them Spanish surnamed.

In response to Ortega's presentation, school board members indicated they did not feel they could set a meeting or make formal reply until current board vacancies are filled.

During questioning by Supt. Rolland Walters after the presentation, Ortega said his committee is an informal group of concerned parents and that it has no bylaws and has not been incorporated.

He indicated group has met several times, including demonstration outside RFHS evaluation dinner Nov. 17 when similar list of demands was distributed. He and two other committee members subsequently met with North Central evaluation team representatives to discuss the complaints.

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Present at Tuesday evening's meeting was school attorney, Rex Mitchell, and at close of regular business board went into closed executive session to confer with Mitchell. Topic of discussion was not indicated.

SOURCE: Rocky Ford Daily Gazette, 12-3-75